

AUTHOR & JOURNALIST

THE STRANGE DEFENSES WE WRITERS PUT UP

By Loula Grace Erdman

MAKING THE TRUTH INTERESTING

Jack Sword

Neglected Source of Writing Income

HAROLD KURTZ

**An International Book Award and Other
Contests . . . From Editors' Desks to
You . . . Books for Writers**

Market List:

Specialized Magazines

University Microfilms
313 N. First St.
Ann Arbor, Mich.

Co.,

Would you like your book to make headlines?

Every writer would—headline publicity frequently means recognition and sales that routine publication can't give you. Exposition Press has published more headline books than any other subsidy publisher. Here are three instances from our files. There are many more.

HOW A PROMINENT ACTOR, A GLAMOROUS ENTERTAINER AND A U.S. SENATOR
FIGURED IN THE PROMOTION CAMPAIGNS OF THREE EXPOSITION BOOKS...



CHARLTON HESTON, the celebrated star of motion pictures, radio and television, is seen here with James Kepler, author of *The Jordan Beachhead*, while the actor's wife proudly displays a copy of the book at a gala reception and autograph party in L.A. Mr. Heston gave Exposition his whole-hearted cooperation in the book's headline promotion campaign. He took time off from his own hectic publicity campaign for his latest film, *The Ten Commandments*, to write a foreword to the book and to autograph copies along with the author at this affair (over 500 attended). Mr. Kepler received over \$1,300 in royalties in the first six months, and the *L.A. Herald-Express* hailed his book as "an outstanding and remarkable first novel."

Photo—PHILIP BRAUN STUDIO, LOS ANGELES

WENDY BARRIE, glamorous star of motion pictures, radio and TV, receives a copy of *The Pageant of the Mediterranean* from Edward Uhlan, president of Exposition Press, at a book-christening party aboard the cruiseship *Oslofjord*. Our promotion staff arranged one of the most spectacular publication-day book "launchings" in publishing history in honor of author Sheridan Garth. Miss Barrie "launched" the book with the traditional champagne bottle at the press party attended by 70 representatives of N. Y. newspapers, wire services, radio and TV, and transportation officials. National feature stories, followed up by intensive selling, rocketed the book into its 4th edition and its selection by the Travel Book Club



SENATOR EDWARD J. THYE (Minn.), proponent of legislation to establish a National Cemetery at Birch Coulie, site of the Indian Massacre of 1862, receives a copy of a novel based on the bloody event from the author, Dr. Bernard F. Ederer, who donned the garb of a Sioux chief for the occasion in the nation's capital. The author, now a resident of Calif., personally attended autograph parties (with huge turnouts) in Minn., and was interviewed on radio-TV in Minneapolis, L.A. and Baltimore. A "Cavalcade of Books" selection, *Birch Coulie* sales for the first three months amounted to \$600 in author's royalties. The book was recently acclaimed by the *L.A. Herald-Express* as "a first-rate historical novel that is a must for all readers of frontier lore."

Your Manuscript Evaluated Promptly
No matter what type of manuscript you have written, fiction or nonfiction, submit it to us now for a prompt and free editorial report.

NEW BROCHURE—FREE
Read the complete story of 20 years of successful subsidy publishing in our illustrated brochure, *You Can Publish Your Book*. Contains information for writers and details of our subsidy publishing plan. Write for free copy today.

Exposition Press Inc.

Dept. AJ 79 386 Fourth Ave., New York 16, N. Y.
In Calif. 9172 Sunset Boulevard, Hollywood 46

AUTHOR & JOURNALIST

VOLUME 43

NUMBER 9

NELSON ANTRIM CRAWFORD, Editor

Contents for September, 1958

- 4 What Readers Say
- 8 Contests and Awards
- 11 Don't Ever Say to Me—
Loula Grace Erdman
- 14 Make the Truth Interesting
Jack Sword
- 16 Income from a Neglected Field
Harold Kurtz
- 18 From Editors' Desks to You
- 20 Writing for Specialized Magazines
- 20 Market List of Specialized Magazines
- 20 Amusements
- 20 Antiques
- 21 Armed Services
- 21 The Arts
- 21 Astrology
- 21 Crafts, Mechanics, Hobbies
- 22 Education
- 22 Food
- 22 Health, Personal Improvement
- 24 Humor
- 24 Nature, Science
- 24 Pets
- 24 Photography
- 25 Picture Magazines
- 25 Regional Magazines
- 26 Sports, Recreation
- 29 Books for Writers

AUTHOR & JOURNALIST, founded in 1916, is published monthly at 1313 National Bank of Topeka Building, Topeka, Kansas. Nelson Antrim Crawford, Editor and Publisher. Send changes of address and all other communications to the address above. Changes of address must be received by the 10th of the month to catch the following issue. Subscription price in U. S. A., \$3 for 2 years, \$2 for 1 year. Outside U. S. A., \$4 for 2 years, \$2.50 for 1 year. Single copies, 25 cents each. Manuscripts and other material submitted should be accompanied by stamped, self-addressed envelope. Due care is exercised in handling, but AUTHOR & JOURNALIST assumes no responsibility for loss or damage. Printed in U. S. A. Entered as second class matter at the Post Office at Boulder, Colorado, under the act of March 3, 1879. Copyright 1958 by Nelson Antrim Crawford.

SEPTEMBER, 1958

Prominent Writer Considers Palmer Training Finest



"What I learned about magazine writing from Palmer Institute has been invaluable to me ever since. Naturally I am an enthusiastic booster for the Staff and Course, which I consider the finest of its kind in existence," says Keith Monroe, widely known writer whose articles appear in *Saturday Evening Post*, *Reader's Digest*, *New Yorker*, *Good Housekeeping* and other top-pay magazines.

Wanted: More New Writers

Say Editors Themselves

Magazine editors report they are desperate for good short stories. For instance: *Good Housekeeping* needs a much larger backlog; *Cosmopolitan* says not enough good stories being submitted. All say manuscripts submitted by unknown writers are read hopefully.

If you are not making sales, maybe it's because you lack professional skill, and that's where we come in. You see, our instruction is unique in that it is specially designed to train you for *big-pay* success—and in *all* fields: stories, articles, TV scripts.

Earn While Learning At Home

Many Palmer beginners earn while learning, receiving welcome checks for material that may be turned out quickly when you acquire the technique. Palmer training is endorsed by other famous authors, such as Rupert Hughes, Katherine Newlin Burt and hundreds of successful graduates.

\$1400 from outdoor Life—

"Sold an article on hunting to *Outdoor Life* for \$400—that makes \$1400 from them, plus two stories to *The Trapper*, and several to other men's magazines. The time I spent on your course was the most valuable I ever spent." Ray Beck, Knox, Pa.

Makes \$250 MacFadden Sale—

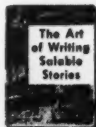
"Just sold my first confession story for \$250—what a thrill! Your course certainly tied in neatly to make my story salable." Frances E. Lang, Bellwood, Ill.

FREE Lesson Shows How

To learn more about your opportunities as a writer, and how Palmer Institute's proven home-study training may help you, send for *free* typical lesson package and 40-page book, "The Art of Writing Salable Stories," which explains Palmer's unique method of training for highest pay in *all* fields. No obligation. No salesman will call. Send *now* before you forget!

Palmer Institute of Authorship

Only School of Writing Accredited by National Home Study Council Since 1917



1680 N. Sycamore, Desk G-98
Hollywood 28, California

Approved
for
Veterans

Mail This Reminder Coupon or Send Postcard

FREE

Palmer Institute of Authorship
1680 N. Sycamore, Desk G-98
Hollywood 28, Calif.

Please send me free typical lesson package and 40-page book, "The Art of Writing Salable Stories," explaining how you help new writers get started and experienced writers increase their income.

Mr. _____

Mrs. _____

Miss _____

Address _____

City _____

Zone _____

State _____

Please print clearly. Veterans: check here ☐

What Readers Say

The Case Against Fiction

Let's have less about fiction and more about articles in my favorite writers' magazine, *Author & Journalist*. Pieces by men like Farrar, Davis and Sime (the agricultural expert).

Nobody can tell you how to write fiction and, besides, it's beastly hard to sell. I'm now sticking to fact stuff and doing O.K., with the suggestions and hints I get from more experienced writers in *A&J*.

CHARLES K. LEFEBURE
New Orleans, La.

Editors Praised and Blamed

Maurine Clements' letter in the May issue struck a sympathetic chord with me. Today I could not help chuckling when I received a MS. which had been out for two years to a Mexican magazine. After several letters to the editor (now replaced by a new editor) enclosing postage and inquiring about it with no results, I'd given it up as lost. The new editor thanked me for being so patient about the rejection. . . I did not deserve being called patient—I wasn't.

From a big chain of American magazines after one year and no answers about my MS., I finally got a letter there were no records of it in their files . . . a total loss. (I thought my files were bad.)

My worst experiences are with magazines using travel material. Many of these will not accept material unless the writer has visited the place written about within the last six months. But these editors keep material two months and more before rejection, so three submissions is the extreme limit on such material. Please, travel editors, speed it up.

As for religious magazines, I get my best treatment there. I must compliment *Together*, the Methodist magazine, as did Mrs. Clements. Also *St. Anthony Messenger*, which sent me a check within one week of submission. Two magazines that are not only prompt but tell me markets to send my material when they can't use it are *One* (Lutheran) and *St. Joseph* (Catholic). What more could a writer ask?

My latest good word is for the *Orphan's Friend* of Massachusetts. Not only was rejection prompt but the detailed rejection slip was so complete that an adult education writing teacher asked me for it for her files.

Another prompt magazine is *Home & Highway*. They bought an idea from me—the only time I submitted to them—and this past Christmas remembered me with a card. Unusual among editors.

My copies of *A&J* go to foreign countries, where they are much appreciated—you are so good on markets.

L. ARCHULETTA
San Francisco, Calif.

Peep Into Life

My thanks to you for giving us a peep into the life and fascinating philosophy of a writer who has found himself and who knows himself. In my estimation, Billy C. Clark is a genius. I can't re-

member of ever reading a more inspiring, informative article than "My Everlasting Source Book."

He says he cannot tell us how to write, but somehow I believe that he gives us something more important. He stirs us, he goads us on, and if we like to write, we'll keep on writing about the things we know and love in spite of everything.

MARIE CLARK MILLER
Glendale, Calif.

After reading the articles by Billy Clark and Lawrence Block, June *A&J*, I must say, "What a contrast!"

Lawrence Block writes in pen and ink sketches; Billy Clark in color. Too many people see only in black and white even in their everyday lives; few see in color. The writer must paint his work for the color-blind. Paint it artfully if this be thy bent. Yet, I'll admit there are those who prefer pen and ink sketches. One must follow one's own special gift.

Lawrence Block lives in New York City; Billy Clark lives in Kentucky.

What a contrast!
RUBY TURNER
East Holden, Maine.

Let me compliment you, and Billy Clark, on the excellent article, "My Everlasting Source Book," in the June issue. This is one of the finest articles I have ever read on the art of writing. Here is a man with a soul and a heart that should carry him to great heights. Ten years of my childhood were spent in the mountains of Oregon, so perhaps I understand better than some his depth of feeling toward animals and nature.

Once was not enough. I read this article twice, the second time aloud to my husband, for it reached deep down.

DOROTHY GRAY SMITH
Whittier, Calif.

Dissenting Opinion

My vote for the most insipid, inane, and thoroughly uninspiring article of the year goes to Billy C. Clark for his comical "My Everlasting Source Book."

After several hundred words totally unrelated to writing and less than interesting in themselves ("small frogs brought either a quarter or 35 cents"), he coolly informs us that he has never ("frankly") "studied the writings of other men. I have been influenced by none."

Good heavens! is this statement possible by a man who has actually had books published? Incredible. Using his own mixed metaphor, the hunter (writer) has to learn to use a gun (writing technique) which is derivative—hundreds of years old.

If Mr. Clark would read the great books of our language, he would learn that "style" is one of the least important aspects of writing that lives. And I doubt that he would stand much chance of imitating Faulkner's style, or any other great writer's, closely enough to get published.

FRANK R. WILLIAMS
Pasadena, Calif.

AUTHOR & JOURNALIST

HOW TO PUBLISH YOUR BOOK!

a
FREE
guide
for
authors

MAIL
THIS
COUPON
TODAY!

SO YOU'VE WRITTEN A BOOK!

There it is... the fruits of your labor. Now what? Where do you turn, what do you do to transform this manuscript into a printed, bound, jacketed BOOK?

To guide and assist the aspiring author, Comet Press Books has prepared an author's manual. Titled **HOW TO PUBLISH YOUR BOOK**, it shows you how to avoid headaches and heartaches when you have your book published. It is yours free. Simply clip the coupon and send for it.

AN EXCLUSIVE FEATURE!

Comet Press Books is the only subsidy publishing house that has its own printing plant. We offer a **COMPLETE** publishing service from typesetting to binding at a cost with which no "middle-man" publisher can compete.

COMET'S COMPLETE PUBLISHING PROGRAM INCLUDES:

EXPERT EDITING — Our editors proofread, correct weak spots and tighten up manuscripts in collaboration with the author.

PRODUCTION AND DESIGN — Each book is tastefully printed on fine paper and bound with a beautifully designed jacket.

EXTENSIVE DISTRIBUTION — Comet markets your book to bookstores, wholesalers, schools, libraries. Subsidiary rights (book clubs, movies, reprints, etc.) are also explored on each book.

PROMOTION — At no cost includes national newspaper and magazine advertising, press releases, reviews, personal appearances, mail campaigns.

WHAT COMET AUTHORS SAY:

I am quite excited about my book. The art work for the jacket is beautiful. I am just very, very pleased with it. M. W. Pritchard

Thank you for the many fine things you are doing to promote the sale of my Death Below Zero. I was impressed with the promotion you are giving the book via radio and TV. Helen Head

I had my interview and broadcast over KFOX. All my friends who heard the 30 minute broadcast told me it went over big. Madge Brissenden

Pleased with the advertisement on Ark to Zoo in the Saturday Review. Our largest department store, bookstore and best gift shop have all asked to have autograph parties. And the Columbia television staff, I am told, is interested. P. B. Heckel

I received the royalty check, which based on a 3 month period of El Miedo, seems to indicate that the book will justify the faith you have put in it. Earl Cloud



COMET PRESS BOOKS

200 VARICK ST., NEW YORK 14, N. Y.

Comet Press Books,
200 Varick St., N.Y. 14
Dept. AJ 9

Please send me, at no
obligation, **HOW TO
PUBLISH YOUR BOOK.**

Name

Street

City Zn.

State

Sell the Scripts You Write!

WE SHOW YOU HOW

This most modern teaching method makes it possible for you to write more easily, joyously, in the full confidence that you are becoming a better writer. PRACTICAL MAGAZINE WRITING is the new, totally different way of stimulating and developing writing ability. You are helped to know exactly the kind of professional writing you can do best, and then to write articles, stories, verse, TV plays, etc., according to your aptitude. This is the sure way to write for pay . . . to express yourself with freshness and vitality . . . the qualities editors want.

As never before, you will discover new usable ideas. You will **write** instead of dream about it. And amazingly, you will find more energy for writing, progress will be much easier.

Reliable, Competent Teaching

"I wonder if your records show how many, many writers I have referred to you and how many students you have had through my recommendations during the past 30 years? When I had my syndicated column in the Scripps-Howard papers, I frequently mentioned you and in letters to my readers I never hesitated to recommend you as one of the very few capable and reliable teachers."—Gilson Vander Veer Willets, Villa Grande, Calif., an STC graduate.

FREE

Get **EVERYTHING** you ever wanted from a course. Send today for the free booklet, "Your Way to Successful Authorship," that tells you about this new plan.

Use This Convenient Coupon

The Simplified Training Course

1817 Gilpin St., Denver 18, Colo.

Please send me the free booklet; no cost or obligation.

Name _____

Address _____

City _____ Zone _____ State _____

Considerate Editor

After having belonged to the M.R.T.A. (more rejections than acceptances) club for more than 30 years, I had a most unusual and gratifying experience the past week. I sent an article upon which I had spent a lot of time to *Rotarian*, and it was rejected. That was not unusual—it's happened from many editors before.

In the process of opening the letter my manuscript was sliced from end to end. That also is not unusual—I've had it happen before. But here's the unusual part. The assistant editor, Elliott McCleary at *Rotarian*, had my old manuscript beautifully retyped on an electric typewriter and returned to me ready for another editor. Which shows again that editors can be considerate even if they do reject our manuscripts, doesn't it?

LAWRENCE A. BARRETT

Pittsburg, Kan.

Selling Clippings

Many of your readers, I have reason to believe, occasionally devote some time to newspaper clipping service.

The very first clipping, only a few paragraphs, sent to *Grit* of Williamsport, Pa., paid me two bucks. I realize this is nothing to brag about, nevertheless this amount does help to purchase postage stamps. And the novice author dislikes to be reminded of the amount invested for U.S. postage stamps.

By the time you read this Mr. Summerfield will have the new postage rate increase in effect. Keep in mind while reading any newspaper, some publisher is waiting to receive that clipping.

CHARLES F. CASWELL

Altoona, Pa.

Certainly there is a market for clippings but writers should remember that it isn't very big. Many publications depend largely on clipping bureaus for run-of-the-mine material.—Editor.

From Building to Literature

A fire a couple of months ago put me out of the building supply business and gave me the opportunity to choose the work I most desire. I have chosen the honorable profession of freelance writing.

While in Los Angeles recently I purchased the May copy of *Author & Journalist* and yesterday in Hutchinson I picked up the June issue.

It is not economically feasible to make a trip

THE ROY MACK AGENCY

9126 SUNSET BLVD., HOLLYWOOD 46, CALIFORNIA

The market is now open for many different kinds of new writer's material. Television, motion pictures, magazines and the novel market, both hard covers and paper backs, now have offices in Hollywood and are all looking for new material and especially new authors.

My agency has been franchised by the Writer's Guild of America (W) as an accredited agent who is recognized as one who knows what is wanted and delivers. A list of satisfied and "sold" new authors will be sent on request.

The agency has a retainer fee of \$1.00 per 1000 words for any magazine type scripts. \$25.00 for any novel regardless of length. 20c per page for screen or stage plays. This covers all costs and no additional charge is ever made except on a sale when the usual 10% commission is charged.

Your script will receive the personal attention of Mr. Roy Mack, who was a director-writer with Warner Bros., M.G.M., Monogram and many independent productions for years.

"Remember: nothing is ever sold that is never read."

to Los Angeles every other month to pick up your magazine even though it is of considerable value. Will you please, therefore, enter my subscription for two years?

STEWART DAVIS

Hutchinson, Kans.

Slanting for Special Occasions

The Special Occasions feature is fine. I've already sold a New Year's story to American Features Syndicate and am asked for another special story, which goes out shortly.

ETHEL ELLERTON

Madison, Ohio

By all means continue the feature, "Slanting for Special Occasions." It is great.

DORIS W. WANSHEIMER

Syracuse, N. Y.

Keep "Slanting for Special Occasions" going. I picked up two items that I hope to explore.

BILL GOTTLIEB

New York, N. Y.

I noted with great interest your feature "Slanting for Special Occasions." I would like to voice my hearty approval, and cast my vote for the permanency of this feature.

However, might I make one small suggestion? The events are now listed approximately six months in advance. I find that after one does the proper research, and writes the article, it is a little late for many magazines. Would it be possible, perhaps, to list these events one month earlier?

H. GAIL HENDREN

Chicago, Ill.

Writer's Test

Your market lists are invaluable for article-writers! Tips on *what to sell where* have brought me numerous checks.

Perhaps you would like to pass this thought on to your readers:

"If you think you are a writer, try writing directions for tying a bowknot, as in ties or shoelaces."

—William Feather, the *Beckett News Letter*.

EMALENE WARK

Cincinnati, Ohio

Outstanding Features

No matter how outstanding a magazine usually is, there always comes a time when one particular issue tops all the rest. For *A&J*, it looks like the current June issue is that bright star.

J. Charles Davis's article is worth the whole year's subscription price. All too often you read about an author selling something, but seldom do you get the step-by-step breakdown on the procedure of gathering the material, getting the props for the pictures, and other vital steps.

Mrs. Crehan's inspiring piece was a good one for a lead. Don't feel too bad about my not mentioning the others—I just haven't got around to reading them yet. A hasty glance at Braley's article gives promise of a lot of meat.

ALFRED L. INGLES

St. Joseph, Mo.

SEPTEMBER, 1958

Which Course Gives Me The Most For My Money?

In A Writing Course . . . As in a Car . . .
You Look For Two Things:

Proved Performance and Economy

NYS gives you both! For over 20 years we have been proving that beginners can be taught to write and to sell through a non-academic course designed for sales. With your own flair for writing you should be able to equal the success of many many NYS students about whom we shall be glad to tell you. And NYS is the only course which gives you the benefit of two great books on writing and fiction and non-fiction assignments prepared by the authors of those books.

Your Biggest Value in the Writing Field Today!

The famous NYS course is now doubled in size and scope. You receive complete training in fiction, non-fiction and TV—all divisions in a single big, rich, generous low-priced course of training. NYS brings you a total of 62 planned writing projects which include eleven extra-curricular stories, or articles, or books . . . with no word limitations on the assignments themselves. And your NYS instructors will give you far more personal criticism and guidance than you can expect elsewhere at any price.

Valuable Instruction Book Free!

The free booklet, "Writing For a Well-Paying Career," will be of great value to you. Simply fill out and return the coupon below, and it will be sent to you without obligation by this long established and successful course.

THE NEW YORK SCHOOL OF WRITING
Dept. 522, 2 East 45th Street, New York 17, New York
Send me, at no obligation your FREE booklet WRITING
FOR A WELL-PAYING CAREER.

Name

Address

Licensed by the State of New York
(This inquiry is confidential. No salesman will call.)

LOZIER LITERARY AGENCY

recognizes that your manuscript represents your time, labor and skill. Your book, your story or your teleplay will receive every consideration; if we think it is salable, we will submit it to the most appropriate markets on a straight 10% commission basis in event of a sale.

Evaluation fees:

Short shorts under 2,000	\$3.00
Short stories over 2,000 words	5.00
TV scripts—One act	3.00
Two acts	5.00
Three acts	7.50
Books	15.00

"We'll go all-out to help you sell your literary product."

Will Lozier

LOZIER LITERARY AGENCY

134-35 Cherry Avenue

Flushing 55, N. Y.

Sell In Three Months Or Money Back

**If You Can Write Correct English—
You Can Write Juveniles . . . And
Sell Within Three Months.**

In past years I have sold some
3000-3500 stories . . . articles
. . . serials . . . series. Now I'm
teaching it.

ALSO CRITICISM AND COLLABORATION

**Write for Terms and FREE pamphlet
"Fundamentals of Juvenile Writing"**

**Juvenile Books Manuscript Criticism
a Specialty**

Will Herman

1726 West 25th St.

Cleveland 13, Ohio

Contests and Awards

The 1959 Oggi-Lacco Ameno Literary Contest offers a prize of 10 million lire (\$16,000 at the current rate of exchange) for the best unpublished novel with a feminine character as protagonist. The prize will be in addition to royalties and motion picture rights.

Two typed copies of a manuscript must be submitted by registered mail. The author's name must not appear on the manuscript but must bear a motto and a number. A sealed envelope must be enclosed bearing these data and containing inside the name and address of the author or his agent. The result of the contest will be announced on Easter Day, 1959. Contestants wishing their MSS. returned must send a money order for postage within 90 days after that date; an accompanying letter must bear the number and motto used and must authorize the secretary to open the envelope for the necessary verification.

The contest is open to residents of any country but MSS. must be in Italian, English, French, German, or Spanish.

Closing date, December 31. MSS. received after that date will be entered for the following year's contest. Address Secretary, Oggi-Lacco Ameno Literary Contest, Piazza Carlo Erba 6, Milano, Italy. The detailed rules are obtainable from Leo M. Rea, *New York Herald Tribune*, 230 W. 41st St., New York 36.

—A&J—

Boys' Life and the Armed Forces Writer's League are sponsoring a short-short story contest with a first prize of \$400 and 50 other awards. The contest is restricted to members of the armed forces, regular or reserve, active, inactive, or retired, and to civilian regular and associate members of the league.

Closing date, November 30. Entry blanks are obtainable from the Contest Department, Armed Forces Writer's League, 2140 N. Oakland St., Arlington 7, Va.

—A&J—

The Laramore-Rader Poetry Group offers its annual award of \$25 for the best poem of 30 lines or less.

Any form, any subject, is eligible. The contest is open to everyone except members of the group, but no one may submit more than one poem. Send two unsigned copies with sealed envelope containing title of poem and name and address of author.

Closing date, November 1. Address Phyllis M. Flaig, Chairman, 244 Fluvia Ave., Coral Gables, Fla.

—A&J—

The Poetry Society of Texas offers prizes for poems in 28 classes, of which two are open to United States poets regardless of residence or membership in the organization:

Aline B. Carter Peace Award, \$25, for not over 40 lines on world harmony.

Harry Kovner Memorial Award, \$25, for not over 40 lines on the brotherhood of man.

The Horse in Poetry Prize, \$10, is restricted to residents of Texas.

Other awards are open only to members of the society.

AUTHOR & JOURNALIST

Closing date, October 1. Before submitting, study the rules, obtainable for a stamped envelope from Faye Carr Adams, 5917 Vickery St., Dallas 6, Tex.

—A&J—

The Poets' Study Club of Terre Haute, Ind., is sponsoring its annual contest for poems.

A contestant may submit two poems but must send three copies of each. Entries will be returned if a self-addressed, stamped envelope is inclosed. In the national division prizes will be \$10, \$8, \$5, and \$1 (for a humorous poem). In the Indiana division prizes will be \$5, \$3, \$2.

Closing date, December 31. Address Miss Mabel Skeen, Contest Editor, RFD 2, Box 639, Terre Haute, Ind.

—A&J—

In requesting information from the sponsors of any contest the writer should enclose a stamped self-addressed envelope, preferably No. 9 or No. 10.

The Writer's Function

Writers are not educators. It has been shown time and again that you cannot educate the public to accept something they do not want, whether it be prohibition or literature.

The primary function of a writer is, and always has been, to entertain. How you choose to entertain is your own business, just as it is the business of a singer to choose between popular music and the concert hall.—Todhunter Ballard in the Roundup.

AUTHORS

- If you have a typewritten book MS—on any subject — (30,000 words and up) — you are cordially invited to submit it with the complete certainty on your part that it will be read without delay, FREE, and if accepted will be published promptly and adequately.
- We are established general Book Publishers who have been bringing new writers' books before the public for over thirty-five years. We offer you friendly editors and MS readers; able artists, punctual printers; publicity and reviews; cataloguing; distribution; circulars to the author's personal mailing list.

Send Your Book NOW

We will see that it receives every possible chance to be published without delay. Many titles are published on a subsidy plan, with higher royalties. If unavailable your MS will be returned promptly and carefully.

Write first if you prefer.

DORRANCE & COMPANY

PUBLISHERS SINCE 1920

131 North
20th Street



PHILADELPHIA
PENNA.

Dept. A

SECOND MARY KAY TENNISON ANNUAL CONTEST! CASH PRIZES!

FOR NON-PROFESSIONALS ONLY!

Cash Prizes! Maybe You'll Be A Lucky Winner!



- \$25.00** for best short story or article. Word limit, 10,000. Entry fee \$5.00, pays for appraisal of ms. and FREE Talent Quiz, whether or not you win a prize.
- \$50.00** for best novelette. Word limit, 25,000. Entry fee \$10.00, pays for appraisal of ms. and FREE book MODERN WRITERS, whether or not you win a prize.
- \$75.00** for best play, stage or TV; 1, 2, or 3 acts. Entry fee \$10.00, pays for appraisal and FREE book MODERN WRITERS, whether or not you win a prize.
- \$100.00** for best booklength, fiction, non-fiction, or poetry. Entry fee \$15.00, pays for appraisal and FREE book MODERN WRITERS, whether or not you win a prize.

ALL ENTRIES must be unpublished manuscripts, typed or plainly written, and must be accompanied by return envelopes and postage, the appropriate entry fee, and marked "CONTEST." Whether you are a prize winner or not, you are under no obligation to us, and may dispose of your story as you wish.

CONTEST opens July 1st and closes September 25th, 1958. Winners will be announced in this space as soon as possible after contest closes. So as not to prolong the time it takes to read and judge all entries, be SURE to MAIL or EXPRESS your entry NOW, to:

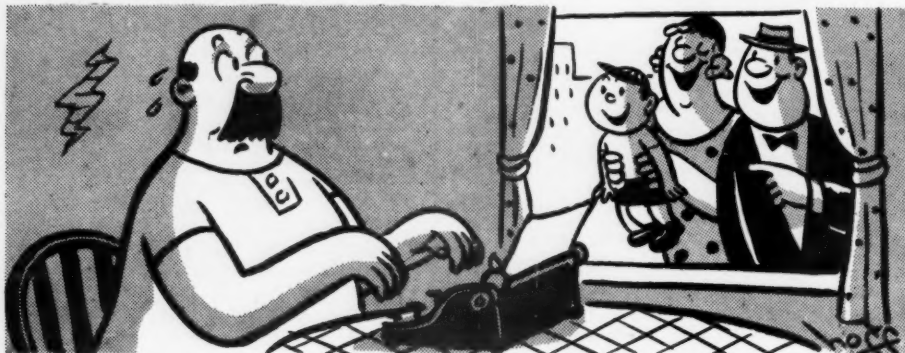
MARY KAY TENNISON

Authors Agent & Counsellor

1658 So. Normandie

Los Angeles 6, Calif.

"Look who wants to be a writer!"



Pardon the personal question, but do you take a fairish amount of kidding because your present occupation doesn't exactly line up congruously with your writing ambitions? Or, perhaps, do you stop every once in a while and say to yourself, "Where in heck do I come off thinking about being a writer?"

Well, if so, we've got to point out that you and your hecklers are indulging in some mighty muddled-headed thinking. Where do you suppose successful writers come from—a mold somewhere which stamps them out ready-made? Let's see if we can work up a quick check-list of some previous occupations . . .

Van Wyck Mason, for example, ran an importing business before he started to sell stories. Kathleen Norris was a bookkeeper. William Faulkner was a house painter. P. G. Wodehouse and O. Henry were bank tellers. Clyde Brion Davis was a traveling salesman. Vina Delmar was a typist and switchboard operator. W. Somerset Maugham, A. Conan Doyle, and A. J. Cronin were doctors. Mary Roberts Rinehart was a nurse trainee. Fannie Hurst was a waitress. Moss Hart was a floorwalker. Dashiell Hammett and Leslie T. White were detectives. Rumer Godden ran a dancing school. James T. Farrell was a filling station attendant. Eric Hatch and Edward Streeter were bankers; Streeter, as a matter of fact, still is. John O'Hara was a gasmeter reader. William Saroyan was a telegraph messenger. Marjorie Kinnan Rawlings ran an orange grove. Morley Callaghan ran a circulating library. Robert Benchley was a personnel manager. Erle Stanley Gardner and James Gould Cozzens were lawyers. Zane Grey was a dentist. Erskine Caldwell worked in a poolroom. Leslie Charteris was a bartender. Sinclair Lewis was a social worker. W. R. Burnett was a statistician. Rex Stout was a clerk in a cigar store. Lloyd C. Douglas was a parson. And dozens of others are still working at other jobs or as housewives, and writing in addition.

Yes, successful writers come in all shapes, sizes, and from all conceivable walks of life. The only requirements are a lot of ability, a lot of stick-to-it-iveness—and, in so very many cases, the proper kind of agency guidance to help them get the flaws out of their stuff and make it salable, and then get it to the right markets at the right times.

Maybe we're the agency who can do the trick for YOU.

SERVICE: If your material is salable, we'll sell it to the best possible markets at best possible rates, and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

TERMS: PROFESSIONALS: If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

NEWCOMERS: As recompense for working with beginners or newer writers until you begin to earn your keep through sales, our fee, which should accompany material, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words). \$25 for books of all lengths up to 150,000 words, \$50 for books over 150,000 words; \$5 for 15-minute television or radio scripts, \$10 for half-hour scripts, \$15 for one-hour scripts, \$20 for hour-and-a-half scripts; information on stage, syndicate, and other types of material on request. A stamped, self-addressed envelope, please, with all manuscripts.

SCOTT MEREDITH LITERARY AGENCY, INC., 580 Fifth Ave., N. Y. 36

Comment on Scott Meredith's best-selling book, *WRITING TO SELL*:

"... Without glamour or apology this is a fine inside story on what clicks with the magazines. It is the right book about writing for the write-folks, told at the right time, from the right source, in the right way. A necessity for the beginner, good advice for the on-the-way-up writer. Mark it up and keep it constantly for reference, as it will be the best advisory editor you can have . . ."

—Magazine Industry

Order YOUR copy from your local bookseller, or directly from the publishers, Harper and Brothers, 49 East 33rd Street, New York 16, New York. \$3.00

DON'T EVER SAY TO ME—

By LOULA GRACE ERDMAN

FAIRLY early in the writing course I teach, I try to impress on the minds of the students that there are certain things they just don't say. To me, that is. Since most of them are beginners, they forget and go right on saying them. And, since I am convinced these are pretty fundamental to good writing, I go right on saying the same things. I say them now to you.

1. "But that's the way it happened—"

Don't say that, because you couldn't be farther from right. It's *not* the way it happened. It's the way you *think* it happened. It's part of what happened, or a selected portion from what actually happened, but not the event itself. Nobody knows, ever, exactly how something happened, even if it was his own experience. Ask any two people for details of the same accident they witnessed and you will get two separate and distinct answers. These differences do not indicate that either wit-

ness is dishonest. Each will have observed the accident from a slightly different vantage point and so will have seen things hidden from the other. One might have been talking at the time while the other listened. One could have turned his back, or bent over to give assistance. There are dozens of reasons, all good, why each one will have seen a different side to the accident.

That old poem "The Blind Men and the Elephant" (does anyone read it any more?) illustrates this perfectly. Used so often it has become a cliché, it still is one of the truest ways to tell young writers (or old ones, or those between) that they see a thing the way it touched them, or from the angle they touch it. Nobody ever sees the whole picture exactly as it is. Even a camera can distort, hide, make fuzzy.

Then, too, we bring almost as much to a situation as we take from it. Perhaps, at times, even more. Our own past experiences, our prejudices, our loyalties, our turn of mind will influence us.

Not long ago I happened, along with several other people, to witness a minor car accident in which a teen-age driver and a mature man were involved. Among the other witnesses were a woman whose daughter was a friend of the teen-ager and a man who was in favor of a bill to raise the required age before a young person could get a driver's license. You may know how each one—the woman and the man—saw the accident. Each brought his own convictions, sympathies, and beliefs to the scene, and each, while still being honest and sincere, saw the whole thing from his own point of view rather than the way it actually happened.

There is a third good reason for not writing a thing the way it really happened, even if you could do it. (Which you can't.) Writing is selection, arranging, highlighting. If you are painting a tree,

Loula Grace Erdman is that rare combination—a successful novelist and a stimulating teacher. Students in her college course in creative writing have made achievements.

*Miss Erdman herself is author of a long list of adult novels and books for girls. Two of her books have received national awards, and nearly all her works have been reprinted in foreign countries. Her latest novel, *The Short Summer*, will be published this fall. She has appeared in Reader's Digest, Redbook, Ladies' Home Journal, and other national magazines.*

Born in Missouri, Miss Erdman was educated there and at several universities. She lives in Texas.

you don't draw every single leaf, separate and distinct. You do not put in every detail of the landscape around it. You paint the tree, giving it the most prominent place, working for effect rather than absolute fidelity to detail. If you try to write a thing exactly the way it happened, you are merely reporting facts, without imagination, without verve. Moreover, you'll be self-conscious and unsure of yourself. Let your imagination take over and try to catch the spirit of the thing, rather than a prosaic set of details.

2. "But I have seen four or five stories just like mine in last month's magazines—"

Which is the best reason in the world for writing something entirely different. Magazines buy fiction often six months ahead of time. Christmas stories should be in the mails no later than June 1; summer vacation ones ought to hit about Christmas.

Those stories you read in current magazines were bought months ago. If there are bunches of the same type now, it might mean nothing more than the fact that editors have overbought that type and are trying to unload before it's too late. It could be, too, that seeing that type in print will cause editors to see their faults.

Finally—and most important—readers are a capricious lot. Always seeking novelty, they won't want more of the same. It's fine to read current magazines, but not for purposes of reproducing their contents in your work. Read, instead, to see what isn't there, as you would go about checking your pantry shelves before making your grocery list. Plan a different approach from any you see, and, if possible, different ideas, just as you work out this week's menus so they will have as few of last week's dishes as possible.

3. "But the story in that magazine is no better than mine—"

According to whom? To you, of course, or perhaps to your family or close friends. And none of you are buying stories. Don't read the poorest ones you find and check your story against them. Editors can get sorry stories any old time they want to buy them. They are looking for better stories—better, even, than the ones they publish, if such can be found. Magazine business is tremendously competitive right now, with several of the larger ones already folded and gone, and if reports are true, some more on the skids. Editors are alert and aware. They are all looking for the best they can get.

A student who is always on the lookout for stories (published ones) poorer than his own is very likely to be the sort of student I dread most—the one who can't, or won't, take criticism. Poor writers, plodding ones, erratic souls, struggling neophytes—with any of them I can have patience and understanding. But deliver me from one whose feelings stick out like radar, picking up the least little criticism offered his beloved brain child.

No one is expected to be made happy by criticism; no one ever liked it. But nobody who listened to it was ever really ruined by it. Always, if you listen, you can learn something to your advantage. You aren't going to enhance the value of your story by comparing it with sorry ones. If you do, your own will never get any better than they are now; if you are unable to take criticism

without curling up like a scorched leaf, you'll never weed out the faults in your writing.

4. "But I meant—"

Very often a young writer will say that in defending himself against class criticism. What we write should be clear without verbal explanation from the writer. If the passage is obscure, or misses the point for the members of the class, the chances are it will also have the same reception from a larger audience, should it be printed. Then the author won't be present when the reader throws the magazine away in disgust. Once a story is printed, it must stand for itself. The author will have no further chance to explain to his readers beyond what is there on the printed page. Get the story down so clearly that there can be no doubt of what you are trying to say.

5. "No, I haven't seen a copy of the magazine—"

Recently, a student of mine came to class with an article written, so he said, "for *American Magazine*." He looked put-upon and chagrined at the laughter which greeted his statement. He had actually not heard about the fate of that magazine, his excuse being that he was just out of service. Luckily, he was stopped from sending it off.

Not every writer is so fortunate. Many beginners send short stories to magazines that haven't carried fiction in years; others mail poetry to markets that never buy it. One (so I am told) sent an article on "How To Choose Your Family Physician" to the *Christian Science Monitor*.

A great many beginning writers feel confession magazines are easy to write for—all you do is turn out some sexy trash and you have it made. "Oh, I've never bought a copy of one of them," they admit naively. "I'd be ashamed to be seen buying one." So, since they have never read the sort of thing they try to write (although sometimes I suspect them of secretly buying up the whole lot of confessions each month), they fail to see that confession writing is an art of its own, following certain well-defined patterns. Like any other type of writing, it requires study and a knowledge of the field.

The same mistaken idea applies to writing for children. It is easy—all you have to do is slam down something simple, mail it off, and before long the postman will bring you a check. Juvenile writing requires skill and know-how, not only of the potential readers but of the magazines which print it. In some ways it is the most difficult field in all writing, the most demanding, the most hedged-about by restrictions. It is, also, one of the most rewarding, but like any other good thing, it is not achieved without, figuratively, much prayer and fasting.

6. "All right—now tell me what to do—"

Once in a while a student will come back with that response to criticism by the class, or the teacher, or both. He is saying, in effect, "Now that you've torn my story apart, tell me how to put it back together again." What he wants, of course is a definite "do this" and "do that" to the story.

Nobody can tell a writer exactly what to do to his story in case it needs revision. Or, we shouldn't tell him if we could. Writing is a highly individual, a deeply personal expe- [Continued on Page 30]

Make the Truth Interesting

By JACK SWORD

YOU don't like history? Do you think that the man who goes looking over the next hill is an idiot? If either answer is "yes," you ought to revise your thinking. It is costing you money.

Men's magazines want articles. Excluding the *Playboy* and *Esquire* type, there are over 30 active publications which concentrate on male readers. Some come out monthly, some bimonthly. The total number of articles they use adds up to a fancy quantity.

Eliminating the "sophistication and sex" publications, the remainder of the men's group has a preference for one basic theme: When the test came, if only for a few moments, a man was transformed into a blazing, gigantic superman.

Now please don't burst out with something like, "Ah-ha, he doesn't know what he's talking about. Look, here's an article on free love in South Zamboanga." Admitted there are pieces classed as exposé or crime, the backbone of these publications is true adventure.

The emphasis on that word *true* is deliberate. Not too long ago there were magazines which specialized in articles about as reliable as three-dollar bills. You will notice, though, that publications of this type are rapidly disappearing. The survivors in the field, while they may inadvertently run a piece which does violence to the truth, by and large stick with the legitimate. Some of the top magazines have a research editor whose function is to make sure you are presenting the facts.

About two years ago an article appeared which exposed the vice conditions in a town near a large military camp. It made interesting reading. Several Army officers were quoted on the deplorable situation and the police were left-handedly accused of accepting payoffs for protection.

The repercussions were terrific. The officers denied making any kind of statements; the police were ready to form a posse and hunt the author down. The Army held an official inquiry and the grand jury swung into action on the police.

Jack Sword has a varied and adventurous background. Reared in India, he returned to the United States for college, worked in circuses and carnivals in summer vacations, then served in the Royal Air Force, the U. S. Army Air Corps, and Military Intelligence. He now is a civilian government worker and is also developing a group of cinnabar claims. For three years writing has been an avocation, and he has contributed to a dozen magazines, mostly in the men's field. He lives in California.

Unfortunately for the magazine, both the grand jury and the military inquiry showed that the article was a mishmash of twisted truths and outright lies. The next manuscript that author submitted was treated as if it were a very unhappy scorpion.

The day of Lighthorse Harry McGoop, charging a machine gun nest while a blond nymphomaniac eagerly awaits his rescuing arms, is no longer with us. Too many men know the capabilities of a machine gun and can testify from first-hand knowledge as to the deplorable lack of blond nymphomaniacs in combat areas.

There are times when it is good writing, and entirely permissible, to use dialogue in order to break up the monotony of straight exposition. I did that in an article titled "Gold of the Guadalupe," which was bought by *Courage*. It was about a man and a legendary vein of gold.

Ben was talkative about everything except the exact location of his gold discovery. "It's in the Guadalupe," he said. "And that's all I'm telling you."

Now, no one knows if my quotation is exactly what Ben said. He had a reputation for shooting off his mouth, and it is an established fact that he refused to reveal the location of his gold strike. The conversation followed the pattern of what was *known* about him.

Many writers seem to have trouble getting ideas. I find my material comes from practically anywhere. My state puts up historical monuments at the slightest provocation. Whenever I come across one I haven't seen before, I make it a point to stop and read the attached plaque which gives the reason for honoring that spot. Many times it has the potential makings of an article.

Perhaps your state doesn't do this favor to writers. But no area is completely without material, if you look for it. Does your city claim some famous figure as a native? Did some unusual or unique event occur there? What about a personal experience of your own which was out of the ordinary? Everyone has done something, at least once, which can be written up.

You have an idea. Now research it for accuracy, color, and detail. If you are one of that inevitable group which infests every writing class—the "acquire writing ability by osmosis" type—you can stop reading now. Research is work. However, if you are prepared to put in some time and effort, you might try these sources. Check your library; your librarian will be very helpful if you tell her what you are looking for. Consult some of the local residents, if they were living at the time of the event. You might find that the princi-

pal of your piece traveled to an area with which you are not familiar. In that case, look in the files of the *National Geographic Magazine*.

As an illustration of what I've been saying, here is how I got the idea for "Gold of the Guadalupe," and what I did with it.

I was staying at a hot spring near Death Valley. An assortment of miners, prospectors, tourists, and miscellaneous oddballs were always soaking in the water. There were discussions (men *never* gossip) about every subject imaginable. Several times the Breyfogle, the most fabulous lost mine of the West, was mentioned. Lost gold and adventure—there was an idea. I asked questions and discovered Breyfogle lived over 90 years ago. Everyone I talked to had a different version of what happened and where the mine might possibly be.

Research was the next step in turning that idea into an accurate and saleable article. When I returned home I headed for the library. I checked the card file under the subject *lost mines*. There were about 500 cards. My idea suddenly expanded. Why not see if there was enough material for a whole series of articles, one on each lost mine? I started through the card index, listing mines and references. Then I picked the five with the most. They were the Breyfogle, the Gunsight, the Sublett, the Pegleg, and the Dutchman.

Normally I would avoid the subjects which had been most heavily covered, but I had what I hoped was a new angle. I wanted to write about the discoverer himself, with only a bare mention of the actual mine. For that, the more reference material I could find, the better.

I took the books and magazines home and began to read. As I had hoped, the emphasis in all the stories was on the actual mine itself, with detailed descriptions of the area where the mines were supposedly to be found, and a great deal of speculation as to their exact locations. As far as I could see, I did have a new slant. When I finished my reading, my notes showed me this: the Breyfogle—more research needed; the Gunsight—likewise; the Dutchman—too many recent articles on it; the Pegleg and the Sublett—ready to go.

Of these two I was personally more familiar with the region in which Sublett discovered his mine. So, after the eliminations were over, I was ready to write an article on Ben Sublett, the man who discovered a fabulous gold mine somewhere in the Guadalupe Mountains of Texas-New Mexico, and became so embittered during the process that he hated the human race.

My next step was the typewriter, the rough draft, and agony.

As I wrote the article I made use of those two items despairingly called style and technique.

Every writer is an individualist. There may be only minor variations between your style and someone else's, but the differences are there. I'm not going to spend a great deal of time trying to describe mine. If you have read my article up to this point you have a fair idea. One general statement, though, as far as men's magazines are concerned. Orgies of exotic words or stream-of-consciousness outpourings don't impress editors favorably.

I try to use much the same technique in articles as in stories. Catch the reader with the opening paragraph. Make him hang on through a series of climaxes. Don't let the conclusion drop dead.

Leave him with a slight feeling of regret that the article had to end.

In an article I use more exposition and less dialogue than in a story, but I still try to build it as I do fiction. "Gold of the Guadalupe" began with a scene in the Mollie Williams saloon when Ben Sublett threw a pouch of nuggets on the bar to announce he had finally discovered gold. Two short paragraphs gave something of Ben's background. From then on I took the reader with Ben as he discovered the power possession of his hidden gold mine gave him, his resistance to disclosing its location, and his refusal to tell anyone the secret, even as he was dying.

If there is a "most important part" of an article, I think it is the opening. If I can make the first paragraph interesting enough to persuade the reader to go on, I'm over my toughest barrier. This is what I wrote in "The Spy who Fooled the U. S. Army" which I sold to *Rage for Men*:

The little man crouched by the headstone and tried not to shiver. It was dark, and the faint starlight sketched the outlines of nearby graves in dim, wavering patterns. Soft footsteps brought his head around and he almost gasped with relief when he recognized the newcomer. They spoke in low tones. A thick envelope was exchanged for an equally thick roll of bills, and arrangements were made for the next rendezvous. As the little man hurried away his thin face cracked in silent laughter. He was pulling off a coup on U.S. Army Intelligence which would set him up for life!

Photo features use this idea, too, even though the pictures are a major part of the story. Here is an excellent example from *Cavalier*, titled "Craziest Car in the Air":

Leland Bryan of Highland, Michigan, is a man who got sick of talking about traffic and did something about it. Now when he's bothered by traffic, Bryan pulls over into a field—and turns his car into a plane. You'd never believe the transformation could be so simple. Bryan lowers the wings, removes the license plate, and takes off within ten minutes. "To hell with that noise," you can almost hear him mutter as he glances back over his shoulder at the long lines of stopped cars.

The lead from the article by Murray Teigh Bloom in *True*, titled "America's Damnedest Naval Hero," is hard to beat. It tells what the article is about, and it gives you the period and the principals:

The formal declaration of war between the British Royal Navy and Captain Abraham Whipple, smuggler, pirate, and patriot, was posted on the Publick Notices Board in Providence, Rhode Island, on a hot September day in 1772. Unlike most such documents, this one was blunt and unclouded by legal verbiage—

YOU, ABRAHAM WHIPPLE, ON THE 10TH DAY OF JUNE, 1772, BURNED HIS MAJESTY'S VESSEL, THE *GASPEE*, AND I WILL HANG YOU AT THE YARDARM.

JAMES WALLACE.

If you refer to your *Author & Journalist* market lists, you will notice some of the men's magazines ask you to query on an idea for an article. While it's not a must, it will save you time and postage if you do.

When I decide I have a potentially salable article, I write an outline. With a bit of condensing this is my query to the editor. Out goes the query—with a stamped, self-addressed envelope enclosed—and I start working on the article while

I am waiting for an answer. If the query comes back rejected, out it goes again.

All of this time I am still working on the article. I make no effort to write the finished copy until I have a go-ahead from an editor, because every time I review my work I find spots that need revision.

Normally there is a quick answer. Sometimes, of course, there is a delay. Once I sent out a query which did not return for 32 days. I was frothing at the mouth and swore I would never send that particular magazine anything again, under any circumstances. When the query finally did come back, it had a very kind note attached which said the editor had been trying to decide whether or not to give me a "yes," because of my interesting outline, when the magazine had just purchased an article on the same subject. I took back all the things I had said.

The size of the check you hope to receive after all this effort is always an intriguing subject for speculation. Although the average payment from men's publications is still below the so-called slicks, the rates have been rising steadily. They should be matching the women's and family fields in the near future. Actually, I believe the quality of an article in *True* or *Argosy* is as high as anything the *Saturday Evening Post* publishes. *True* and *Argosy* are slanted to appeal primarily to men while the *Post* is for the family.

Why not give writing for men a whirl? Look around, research, and write. Stay away from the exploits of Lighthorse Harry McGoop. If it meets their standards, the men's magazines will be happy to buy what you submit.

Just tell the truth and make it interesting.

View the world through a writer's eye, appraise it with the writer's judgment . . . Try to be one of the people on whom nothing is lost.—Lucy Salamanca in *How to Write a Short Story*.

There is an intimate relationship between the communicative skills of reading and writing. Through reading we enrich our experiences and thinking; through writing we enrich the experience and thinking of others. Reading is nothing more than writing in reverse. And it follows that mastery of one can lead to mastery of the other.—Delwyn G. Schubert in *Creative Wisconsin*.

BEST BOOK CONTEST

\$1600 Cash Awards

Mail coupon below for full details or send manuscript for free editorial appraisal.

Seth Richards, Publisher

Pageant Press, Inc.

101 Fifth Avenue, New York 3, N. Y., Dept. AJ9

Please send me without cost or obligation your big illustrated FREE book, "How to Get Your Book Published, Promoted, Distributed," and full details about your Best Book Contest.

Mr. _____

Mrs. _____

Miss _____

Street _____

City _____ State _____

Inquiries confidential. We are subsidy publishers.

CHICAGO WRITERS' CONFERENCE

October 2-4

Editors and writers will conduct workshops in juvenile, short story, article and other fields. **Cash prizes!** All sessions held at Hotel Sherman. For details, write to:

Irv. Leiberman

565 Hipp Annex

Cleveland 15, Ohio

(Be sure to ask about our writing courses starting in September.)

MANUSCRIPT TYPING

First Aid to Writers
Fast — Accurate — Neat
50c per 1000 Words
Minor Corrections
One Carbon if desired

MAUDE B. TABER and AGNES C. PHILLIPS
R. D. 3 Amsterdam, N. Y.

GAMBLE A DOLLAR?

Want a byline and a fast check? Do you have trouble finding salable subjects? Or writing up your ideas so they sell? Learn from my booklet, **HOW TO FIND SUBJECTS & WRITE ARTICLES THAT SELL FOR CASH**. Send your dollar to:

Julie Gay

P. O. Box 618, Dept. AJ

Beverly Hills, Calif.

Book Writing Help

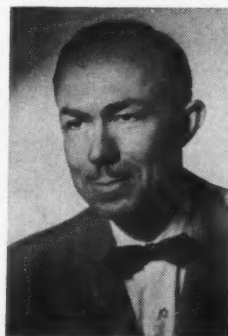
EDITING — GHOST-WRITING — CRITICISM — REVISION

Books of all types prepared for submission to publisher by a novelist whose writings are known on three continents.

For complete details, write for free descriptive folder entitled
Book Writing Help.

CHARLES CARSON, Literary Consultant

Post Office Box 638-A, Manhattan Beach, Calif.



Income from a Neglected Field

By HAROLD KURTZ

PROBABLY the biggest problem facing any writer, beginner or professional, is: "Where can I sell?" And to the beginning writer this is probably his most important question—he must find a paying market for his material.

He must try to find publications which will pay him enough to make writing worth while for him. To countless novice writers this doesn't seem possible.

There is one field, however, which welcomes beginning writers, which needs tremendous amounts of material, and where the writer can earn as high as \$100 per article or story.

Where is this utopian market? What publications offer these advantages?

The answers to these questions can be summed up briefly by saying, "Sunday school feature papers." There are dozens of these and similar publications put out by practically all religious groups in the United States and Canada.

Despite the fact that the rate of payment is only 1 or 2 cents per word, it is possible to make eight or ten times this amount through second rights.

What are second rights? Second rights mean selling an article for the second (and more) time to another publication after it has been bought by one publication. It's all legal and ethical.

Editors not only approve but encourage it. For instance, here's what Gerald Giving who edits three feature papers for the Augsburg Press of Minneapolis, Minn., says:

"We are usually glad to buy second rights to good material and pay accordingly. We have no objection when a writer sells material to us and then sells second rights elsewhere."

Omar Bonderud who edits three feature papers for the Wartburg Press of Columbus, Ohio, for example, told me:

"We certainly do want to look at material which you have written for other youth publications that are not aiming at precisely the same market. That is the beauty of weekly feature papers: very few of them overlap with another's readership."

Sometimes editors will even suggest markets for second rights on articles.

The reason for this is that there is practically no overlapping of circulation. For example, the Methodists wouldn't be subscribing to *Lutheran Youth* any more than the Lutherans would be buying *Catholic Boy*. Each paper is pretty much confined to one circulation group.

Of course, there are a number of Sunday school feature papers put out for interdenominational

consumption. Notwithstanding this, practically no one subscribes to more than one paper. As a result, there is no direct competition among the papers.

The usual way for these periodicals to be distributed is for the Sunday school to purchase them in quantity and then distribute them to Sunday school members each Sunday. There are few single subscriptions sold to these papers.

Another unique feature of these papers is the lack of advertising. Cost is met through subscriptions and sometimes church subsidies. Little or no revenue is obtained from advertisers.

There is no way to stereotype these publications. They range from four pages to 32. Dimensions vary from 4 x 8 to as big as 9 x 12 inches.

Some of them are good, both typographically and content-wise. Some are poor. They're printed by letterpress, offset, and lithography. Some are slicks, some are pulps. Some are plain black and white. Others are in four colors.

Practically all are weeklies. Many of them are published in monthly editions, but in individual parts with one unit to be given out each Sunday.

The type of material varies as well. However, there is a lot of general, non-sectarian writing, with little or no emphasis on denominational doctrines.

Fiction is always in demand. Probably the major or most general requirement in fiction is "No sermons." It's O.K. to put in a moral or point out a lesson, but *imply* it—don't preach it. Make it subtle, not obvious.

The big thing to remember is that the audience is primarily young church members. Keep the stores clean, naturally, and try to steer away from the obvious taboos—swearing, excessive drinking, and things of this nature.

Check the church's doctrine on such matters as dancing and smoking. For that matter, some editors will shy away from such even if their church doesn't disapprove.

Good articles are always needed. Practically anything is of interest. Some papers want strictly religious material. Some want secular material with a religious slant. Others give a good mixture of both the secular and religious. On articles the writer doesn't have to worry too much about denominational aspects.

For instance, some time ago I interviewed Andy Pafko of the Milwaukee Braves by mail and got his views on how Christianity affected his life and his ball playing. I did some background reading on him in a baseball publication and banged out a 1,000-word article. I illustrated it with a photo from the Braves public relations office.

Since Pafko is a Lutheran, I first of all slanted it for Lutheran publications such as *Lutheran Youth* and *Junior Hi*. I promptly sold it twice.

Then I rewrote it a bit and emphasized the en-

Harold Kurtz is a young Wisconsin writer who is making his way through college by freelancing, chiefly for the Sunday school publications described in his article.

tire Christian viewpoint rather than stressing just the Lutheran aspect of it. I'm still selling that article today. As of now I've grossed over \$60 on it and the end's not in sight yet. The cost? A few dollars for postage, pictures, and envelopes, plus the effort of retyping it a few times.

It's true the top price I received for it was \$12, but multiply that by six or eight times and the result is a pretty good price for a 1,000-word feature.

To save yourself trouble on second rights, just send a tear sheet of your article in to the second rights market. Ask the editor if he'd be interested in second rights on the article. If he is, tell him you'll be glad to send him a typescript and pictures to go with it. It works just like a query except that it's easier on both the editor and writer.

Editors are usually generous with author's copies too. Some will send as many as a dozen copies. Others are willing to send as many as the writer wishes.

Payment is generally not too high. Some pay as low as 1/2 cent per word. Others go up to 2 cents per word. However, even the lowest-paying markets will increase payment to writers who sell regularly.

Photos and art work will bring from \$3 to \$5, and a lot of editors will return them after use, saving the author money on additional sales.

Payment is usually on acceptance or shortly after. A few pay on publication. Some pay on publication for second rights but on acceptance for first rights.

Now, how does a writer go about selling second rights. It begins with the first time you send out a manuscript. On the cover sheet put the words, "First rights for sale only."

After the article is sold the first time, send out another copy of article saying on the cover sheet "Second rights for sale. First rights have been purchased by _____." After selling second rights, list where the first and second rights have been sold.

Sometimes this will help sell your article. An editor notes that it has been purchased by a paper similar to his and this will help influence him to buy it too. He'll note that it's been acceptable to one, so it will probably be acceptable to his as well. Don't overestimate this, however.

Another nice thing about this type of market is the willingness of the editors to help the would-be contributor. Most of them have brochures on requirements and are willing to send these pamphlets to the writer. The editor would appreciate a stamped envelope, though.

The editors are practically always willing to give criticism, too. If there are just a few minor points wrong with the story or article, they'll take the time to suggest to the writer how they can be changed and improved. Generally in this type of publication there isn't an impersonal reject. The editor will take the time to explain why the article was rejected.

Sample copies, always an aid in writing for a publication, are easily obtainable. It's best to enclose postage if you want these.

It's a good idea to glance over a few issues of these before starting to write for them. Get a general idea of the type of publication, the age level of the reader, and the general nature of the denomination which publishes the magazine. All

PRE-PROFESSIONAL NOVELISTS ONLY

FORMER NEW YORK EDITOR and AGENT
and Published Novelist

Will guide new novelists to successful completion of manuscripts and marketing contacts.

FEES: \$20 for initial reading and thorough critique. Periodic followup readings as work progresses, \$10.

Consultation by Appointment.

Novels Only.

ANN WEST

343 South Dearborn

Phone: WEbster 9-2496

Chicago 4, Illinois

MANUSCRIPTS TYPED

I Pay Return Postage

Neat, accurate work on 20 lb. bond. One free carbon. All work proofread. I watch grammar and spelling.

60 cents per thousand words

CLARA BRINSON

100 Delaware Avenue

Delmar, Delaware

WE'LL SELL YOUR MATERIAL

to the Saturday Evening Post, This Week, McCall's, and many others—just as we have done for other clients. If you have a story, article, TV script, or book that is professionally written, send it to us. We will find the best-paying market for it.

DELLMAN LITERARY AGENCY

715 Prospect Avenue No. 563

Cleveland 15, Ohio

SONGWRITERS

Trying to get your songs published? Our members achieving success with Guild help. For lyric writers: free melodies by composers who share expenses as well as profits. **Free brochure.**

National Songwriters' Guild

15R Raymonde Circle

Ormond Beach, Florida

POETS: Send self-addressed stamped envelope for PRIZE PROGRAM. Quarterly prizes \$25; many other prizes. You will receive also description of HELP YOURSELF HANDBOOKS (\$1 each) containing 999 PLACES TO SEND POEMS.

KALEIDOGRAPH, A National Magazine of Poetry
(Published Quarterly; 50c copy; \$2 a year.)

624 N. Vernon Ave.

Dallas 8, Texas

POEMS CRITICIZED

by College Professor in Poetics. 18 years as teacher and critic. For rates, write:

MARCUS Z. LYTLE

2555 Encinal Ave.

Montrose, Calif.

TO AUTHORS OF BOOKS

published on a COOPERATIVE BASIS, we have a plan for the additional promotion and distribution of your book **WITHOUT COST TO YOU.**

If interested, write for details to
WRITERS SERVICE

10 E. 43, N. Y. 17, N. Y.

Tel. MU 7-5159

these things will do a lot toward decreasing rejections.

Use a little common sense in writing for them too. One author wrote what he thought was a good story, aimed for a Roman Catholic market. It promptly got rejected. Reading it over he discovered that he had chanced to mention something about the hero going to Sunday School. Then he remembered that this church doesn't have Sunday schools.

Dozens of other examples of this nature could be quoted. Just think a bit and you can save yourself a lot of wasted postage and get a lot more checks.

The best place to get started in writing for these publications is nearest home. If you're a church member, check with your Sunday school and see what type of papers are received by your local congregation. Or check with your pastor for a copy of the church publishing house catalogue. The papers usually will be listed there.

Then go to the other churches in your community. Talk to the pastor or the education director. Get sample copies or find out where the papers are published.

Find out what Sunday school students are interested in.

I sell mainly to the Sunday school market. It isn't that I wouldn't like to sell to the *Saturday Evening Post*. I would. I even have a few rejections to show from it.

But I also like to sell. And I know I can sell to the feature papers without any trouble. So I write for them.

Even if a person is a full-time writer, these make a good little side income. You can always work for the big chance, but the features keep you eating while you count rejections from the slicks.

And if you're a writer still looking for the first sale, check the Sunday school feature papers. And don't forget those second rights.

Author & Journalist has checked with representative editors of various religious bodies. To a large majority the practice described by Mr. Kurtz is acceptable: they will buy second rights, and they do not object to second sale of material they have published.

Writers should remember that outside the religious field the sale of second rights is subject to so many qualifications that it usually is not practicable except for resale of published material to markets in foreign countries.—The Editors.

From Editors' Desks to You

Startling Detective and True Police Cases, both at 67 W. 44th St., New York 36, are now paying 5c per word, making them among the highest-paying markets in their field. Hamilton Peck edits the former, Joseph Corona the latter.

—A&J—

Opinion Magazet, P.O. Box 1963, Chicago 90, Ill., is issued at least four times a year, devoting an issue to a subject. Articles should be the author's frank opinion as a layman or a professional on the subject he selects. Articles should be around 1,000-2,000 words, on subjects such as politics, sex, marriage, religion, juvenile problems, personal experiences, case histories, etc. Payment varies and is on publication. Reports are promised within two weeks. Filler material is also used, but no poetry. J. E. Kurtz is editor.

—A&J—

Avalon House, 322 W. Van Buren St., Chicago, publishes books of general non-fiction; self-help; "how-to-do-it," inspirational and educational books for the general reader. Wordage may be between 10,000 and 50,000 words.

Emphasis is on manuscripts of self-improvement nature. The firm is interested in new writers of promise and ability. Payment is by individual arrangement on royalty or outright purchase.

Address Maurice G. Daoust, Executive Editor.

—A&J—

New Paperback Firm

Monarch Books, 386 Fourth Ave., New York 16, is a new publishing house devoted exclusively to paperbacks. Members of the firm are Frederick Fell, long a hard-cover publisher, and Charles N. Heckelmann, editor-in-chief. The latter is a well-known writer of Western fiction and formerly editor of *Popular Library*.

For the present the new firm is confining itself to fiction—Westerns, historical novels, suspense

stories, and straight novels. Length, 50,000-80,000 words.

It is essential to query Mr. Heckelmann before submitting anything.

—A&J—

Farrar, Straus and Cudahy, 101 Fifth Ave., New York 3, have become publishers and distributors of McMullen Books, Inc. The latter firm, founded in 1945, has developed an important line of Catholic books, many of them by clergymen.

—A&J—

Writing for the Marines

Leatherneck, 40-year-old Marine magazine, formerly largely staff-written, is now buying much more freelance material. It requires a special slant, described by Karl A. Schuon, Managing Editor:

Primarily, we want stuff with a Marine angle—clean, boy meets gal, barracks humor, Marines on liberty with plots against authentic foreign or Stateside backdrops. And plots—please, boys—plots. Our mail is loaded with incidents and we're just not interested.

Let's look at it this way: Too many writers think that because they've got "something" about a Marine or Marines, *Leatherneck* will hop on it, Tain't so. We're just like any other magazine and our standards are as demanding. More so. But our readership falls into a narrow category and is, therefore, easier to please. *Leatherneck's* threefold purpose—to inform, educate, and entertain—determines its contents, and its readers are, for the most part, the enlisted men of the Marine Corps.

What do they expect to read about? Themselves.

Well, it's their magazine, and if they want to read about themselves, who can blame them? But they know themselves very well and if they don't recognize themselves in what they read, we hear about it in no uncertain Marine terms. Humor? We love it. But... Marine humor is dressed just a little differently from the usual run. Basically, a funny plot is a funny plot, but prove that your funny people are Marines—don't just say so, it won't be enough to convince our readers.

We realize that writing for the military, about the military, is difficult, particularly when the subject concerns Marines. They're "salty," and this business of "salt" isn't easily explained. It's a combination of pride, tradition, glory, hardness and softness, sentiment and blood. Hang around with a couple of Marines for a while, and then you try to explain it to us; we know what it is when we see it and if you can write it, we'll buy it.

One of the purposes of this letter is to encourage new writers who have been Marines or have been in close contact with the Corps, to write the stories they believe Marines will want to read. For these writers, *Leatherneck* may be an open sesame to their first sales. All submitted MSS. get a sympathetic treatment and if a piece shows promise of acceptability with revision, we are happy to return the piece with unbiased criticism and full suggestions for a rewrite and a re-submission. If the revisions are minor, we make them here; many times we are able to supply the necessary "salt" if the story is worthy and the "salt" is lacking.

Rates? Higher than in the past. \$100, \$150, \$200. And more, if we consider the story worth it.

Lengths? We prefer 2,500-3,000 words, but will consider pieces up to 5,000.

Articles? Big need is for fiction but we'll be happy to look at article outlines. Pictures are mandatory with all articles.

That's about all; the market for submitted manuscripts is open at *Leatherneck*, rates are higher, and there are no barriers between you and the editors. If you think you've got what we want, we want to see it.

Address *Leatherneck* at P.O. Box 1918, Washington, D.C.

—A&J—

Lucile Coleman has become editor of the poetry page of the *Staten Islander Magazine* and is interested in light verse, humor (sophisticated but in good taste), and "homey" themes for the general reader. Payment is \$1-\$5 a poem on publication.

Verse MSS. should be sent to Miss Coleman at Box 448, Staten Island 2, N. Y.

—A&J—

Discontinued

*The Crippled Child
Fortnight*

THE NEW POSTAGE RATES

Some readers in smaller towns have told us that their post offices are unfamiliar with the new postage rates in detail.

They know that first-class mail takes 4c per ounce but are baffled by the application of the book rate to bulky MSS. If you run into difficulty, refer your postal clerk to his Bulletin 20090, June 19, 1958, Column 2, 135.214-f.

This makes it clear that the book rate of 9c for the first pound, 5c per additional pound or fraction, applies to MSS. According to the latest ruling, everything mailed at the book rate should be marked **EDUCATIONAL MATERIALS**. This applies whether the contents are books, manuscripts, or music.

TECHNICAL SERVICE

NOVELS—STORIES—BOOKS—SCRIPTS—PLAYS

Appraisal of Manuscripts for Publication

- \$ 5. for manuscripts up to 5000 words plus \$1. for each extra thousand.
- \$25. for books up to 150,000 words
- \$ 5. for 15 minute television or radio scripts
- \$10. for one-half hour script
- \$15. for 1 hour script

Send your manuscript with the correct fee. Salable manuscripts recommended to publishers.

GHOSTING

Whatever changes in your manuscript need to be made I shall make them for you. You will be sent the completed manuscript typed on 20 lb. bond, one carbon copy.

Many novels and other manuscripts I have ghosted for authors. I am happy to see the authors' books published and know that my part of the work is appreciated by them. I shall be happy to accept you as my client, and all work done for you is confidential.

As to payment: You may make your own financial arrangements and pay what you wish down and the balance when the work is completed. The price is \$3.00 per four completed pages.

Let my expert technical skill help you as an author.

MARIE ADAMS

1694 Blair Avenue, St. Paul 4, Minnesota

PERSONAL HELP FOR YOU

Need some **personal**—not standardized—help in plotting, characterization, organization, marketing both fiction and non-fiction, juvenile and adult? Consult professional writer, teacher, and critic.

MRS. M. L. HOPCRAFT

Alameda, New Mexico

FRIENDLY, EXPERT HELP

What every writer needs. 25 years satisfactory service; worldwide clientele. Modern methods. Editing, revising, rewriting, ghosting, instruction; books, stories, speeches, articles, poems, fiction, non-fiction, text books. Each properly typed when ready. Free carbon on white paper. \$1.25 to \$1.75 a thousand word average. Minimum \$6.50.

IRMA A. GWIN-BUCHANAN

(San Francisco 1918 to 1943)
2140 Empire St., Stockton 5, California

GHOST WRITING

My work has been published in the United States, Canada, England, Scotland, India and in Braille. I'd like to help you, too. Tell me your needs and write for details.

WILL LOZIER

134-35 Cherry Avenue, Flushing 55, N. Y.

POETRY BOOKS — \$85.50 to \$146.50

CLOTH: 100, 40 pages \$146.50. RE-RUNS 100, \$129.50 (for 3 yrs.) FREE PICTURES (Clipped paste-ins as-is size) PAPER BACKS: 200, 24 pages \$85.50. LARGER BOOKS, clear \$1 ea. History, Novels, Genealogy, Juvenile, etc. 30 years experience, National Adv. Catalogues, Quick Delivery. Beautiful work. Write:

Paul L. Heard, Editor-Publisher

ROYAL PUBLISHING COMPANY

7918 Maxwell Ave.

Dallas 17, Texas

Song Poems and Lyrics Wanted

Mail to:

Tin Pan Alley, Inc.

1650 Broadway

New York 19, N. Y.

Writing for Specialized Magazines

[With the Annual Market List]

EVERY writer runs across ideas that are interesting to a minority of readers rather than the general public. For such the specialized magazines are a natural market.

These magazines are made up largely of articles and pictures. Few of them use fiction or verse. A good many publish cartoons and fillers.

Beginners often ask the question: How does a specialized magazine differ from a business magazine, or trade journal? Certainly, they point out, a business magazine is decidedly specialized.

The difference is in the purpose of the magazine. The business publication goes to readers who make their livelihood from the occupation represented—selling meat, repairing automobiles, running hotels, building bridges, designing homes.

The specialized magazine, on the other hand, is directed to folks whose interest in the subject is a matter of recreation, personal improvement, or public service.

True, a minority of readers may make their living from the field the magazine covers. There are men and women who make their living from raising and training dogs, for example. A large proportion of readers of national educational magazines are teachers by profession—but these magazines have extensive circulation among parents

also. Collectors—and dealers—read about antiques.

In other words, by and large the specialized magazine is for amateurs, the business magazine for professionals.

Writing for specialized magazines, as for business journals, requires the highest possible degree of accuracy. You are writing for folks who know the subject. You assume this fact in your writing and strive not only to be completely accurate but to supply information that will be new and interesting to informed readers.

Rates paid by specialized magazines vary widely, from the few that compete in price with mass circulation publications to those which offer very little. As the following list indicates, rates generally are moderate.

As usual, the letter in parentheses indicates the frequency of publication; the figure following is the single copy price in cents. For instance, (M-25) means monthly, 25 cents a copy. In most instances there appears the name of the person to whom to address queries or manuscripts. Usually, though not always, this is the editor.

Prices for manuscripts are quoted in cents per word or dollars per article. *Acc.* means payment on acceptance. *Pub.* means payment on publication.

MARKET LIST

Amusements

Modern Screen, 750 Third Ave., New York. (M-20) Personality articles 1,500-2,000, fillers to 500. David Myers, Editor; Sam Blum, Managing Editor. Varying rates. *Acc.*

Motion Picture Magazine, 67 W. 44th St., New York 36. (M-15) Sharply angled stories on established stars; highest writing standards demanded. Jack J. Podell. High rates. *Acc.*

Movie Life, 295 Madison Ave., New York 17. (M-25) Informal candid pictures of screen personalities, well-captioned. "Angle" stories done in pictures especially desired. Barbara Jones, Editor. Good rates. *Acc.*

Movie Mirror, 441 Lexington Ave., New York 17. (M-25) Fresh, exciting stories about the top movie stars. Interviews on specific phases of a movie star's life also acceptable. Feature stories must be new and exclusive. Also uses third person articles about the movie stars on unusual ideas. Exclusive picture sets. Length 2,000 words. Richard Heller. \$100 up. *Acc.* Query.

Movie Show, 441 Lexington Ave., New York 17. (Bi-M-25) Same requirements as **Movie Mirror**, above.

Movie Stars Parade, 295 Madison Ave., New York 17. (M-25) Articles on motion picture personalities to 1,800 on assignment only. Diana Lurvey. Reasonable rates. *Pub.*

Photoplay, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Candid photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited free-lance market. Evelyn Pain. Open rate. *Acc.* Query essential.

Theatre Arts, 205 W. 45th St., New York 36. (M-50) Articles on the theatre and associated arts, 500-1,500. Most material written on assignment. Byron Bentley, Editor and Publisher. *Pub.* Query.

TV and Movie Screen, 441 Lexington Ave., New York 17. (M-25) Articles with a kick; warm personal stories about the top stars of television and motion pictures, with emphasis on those stars who are the favorites of teen-agers. Also uses exclusive picture stories. Stories must have a new slant; may be interview, byline, or third person. Byline stories by the stars with signed releases. Maximum length, 2,200. Richard Heller. \$100 up. *Acc.* Query.

TV Picture Life, 441 Lexington Ave., New York 17. (Bi-M-25) Personal and exciting interview stories about the most popular stars on TV. Feature stories must be new and exclusive and lend themselves to pictures. Also straight third person articles about the stars if the idea is an exciting one. Exclusive picture sets. Maximum length, 2,500. Richard Heller. \$100 up. *Acc.* Query.

TV Radio Mirror, 205 E. 42nd St., New York 17. (M-15) Radio and TV fan stories, 3,000-5,000. No unsolicited MSS. read; query before submitting. No poetry published. Ann Mosher. \$150 up, according to merit. *Acc.*

TV Star Parade, 295 Madison Ave., New York 17. (M-25) Interviews, 1,600-1,800 words, with TV talent. Photo layouts. Lenore Silvan, Editor. \$75. *Pub.*

Antiques

The Spinning Wheel, Taneytown, Md. (M-30) Essays and articles, especially documented material of

AUTHOR & JOURNALIST

interest to the collector of Early American antiques, including identification features, brief history, etc. Photos. Copy of magazine available to prospective contributors. Marjorie M. Smith. Features \$1 an inch, other material in proportion to its importance. Acc.

Armed Services

Air Force Magazine, 17th St. and Pennsylvania Ave., N.W., Washington, D.C. (M-35) A limited number of articles on military aviation, current and historical, 2,000-3,000. Cartoons. John F. Loosbrock, Editor. 3c-5c. Cartoons \$5-\$15. Acc.

Army Magazine, 1529 18th St., N.W., Washington, D.C. Original articles, translations—military subjects. Lt. Gen. Walter L. Weible (ret.), Editor; John B. Spore, Executive Editor. 2½c-5c. Pub.

Leatherneck, P.O. Box 1918, Washington 13, D.C. (M-30) Fiction, humor, articles to 3,000. Must have strong Marine slant. Shorts to 1,500. Colonel Donald L. Dickson, USMC. 6c a word to \$200 a story or article. Acc.

The Marine Corps Gazette, Box 1844, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Lt. Col. John A. Crown, USMC. 3c-6c. Acc.

The National Guardsman, 100 Indiana Ave., N.W., Washington 1, D.C. (M-25) Military (Army and Air Force, not Navy, Coast Guard, Marine) articles 500-3,000. Military cartoons. Allan G. Crist. 3c up. cartoons \$7.50. Pub.

Our Navy, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles and fiction (action or humor) with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy bluejacket. Frank Uhlig, Jr. Payment at varying rates. Pub.

The Arts

Dance Digest, 376 Almaden Ave., San Jose 10, Calif. (M-25) Articles 1,500-2,000 words on various phases of ballroom, ballet, and tap dancing. Human interest and interview type material on well-known dancers, choreographers, etc. Gordon Keith, Editor. \$7.50-\$12.50 an article, occasionally more.

Dance Magazine, 231 W. 58th St., New York 19. (M-50) This is not a fan book, and articles about the dance and dancers must be well informed. Much interest in quality and news photos, also. Lydia Joel. About \$30 an article, photos \$5-\$10. Pub. Query.

HiFi & Music Review, 1 Park Ave., New York 16. (M-35) Features on use and enjoyment of high-fidelity equipment. Personality stories with emphasis on recording stars. Photographs. Little fiction. Oliver P. Ferrell. 8c-10c, photos \$10-\$20. Acc.

High Fidelity Magazine, Great Barrington, Mass. (M-60) Very little fiction; must be on music, records, audio, and preferably in humorous vein. Articles to 2,500 on music, musicians, sound-reproduction, and allied subjects connected with the listener's art. Verse, fillers, cartoons, photographs, if relevant. John M. Conly. Payment arranged for on acc.

The Horn Book, 585 Boylston St., Boston 16, Mass. (Bi-M) Articles on children's authors and illustrators. Ruth Hill Viguers. 1c. Pub.

Musical America, 113 W. 57th St., New York 19. (Semi-M-30) Articles dealing with serious music subjects. Ronald Eyer. Query.

Musical Courier, 119 W. 57th St., New York 19. (M) Reviews and important news of international music, ballet, opera, radio and television. Photos. Dr. Gid Waldrop. Query.

Astrology

Astrology Guide, 441 Lexington Ave., New York 17. (Bi-M-35) Non-technical and technical articles on all phases of astrology; material in which astrology is shown as a guide to help people. Average length, 1,500. Dal Lee. 1c-1½c. Before pub.

Your Personal Astrology Magazine, 441 Lexington Ave., New York 17. (Q-35) Astrological articles helpful to the individual reader. Average length 1,500-2,000. Dal Lee. 1c-1½c. Before pub.

Crafts, Mechanics, Hobbies

Audiocraft, P.O. Box 600, Great Barrington, Mass. (M-35) Audio articles—construction, design, maintenance, etc.—to 4,000 words; should be illustrated with photographs. Cartoons in audio field. Roy F. Allison. 2c-5c, cartoons \$25. Pub. Query.

Contest Magazine, Upland, Ind. (M-50) Instructive articles on how to win prizes in specific contests or specific types of contests. Interviews with winners. How-I-Won stories. Hugh Freese. ½-1c, photos \$2 up.

Craft Horizons, 29 W. 53rd St., New York 19. (Bi-M-75) Articles on hand-crafts, including ceramics, jewelry, weaving, textile printing, glassblowing, leatherwork, woodworking, and design for professional craftsmen. Research must be original and comprehensive. Conrad Brown. 2½c, photos \$5. Pub.

The Family Handyman, 117 E. 31st St., New York 16. (Bi-M) Subject matter: home improvement, repair and maintenance, of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. P. H. Scheller, Managing Editor. 5c, black-and-white glossy photos \$7.50 up. Pub.

Flying Models, 215 Fourth Ave., New York 3. (M-35) Articles and fiction dealing with model aircraft—use, construction, operation—to 1,500 words. Photos, single and story. Prefers submission of theme or rough draft for consideration. Bob Buragas. To \$125, photos \$5. Acc.

Mechanix Illustrated, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. Especially interested in success stories of small businessmen with an unusual consumer item or service. How-to articles about projects readers can build. Cartoons. Photos. William L. Parker. To \$400 an article, pictures average of \$10. Acc.

OCTOBER: POETRY MONTH

October 15 is World Poetry Day, and in many places the whole of October will be celebrated as Poetry Month. Perhaps you can plan some observance in your community—through schools, clubs, or churches.

Author & Journalist will observe Poetry Month by publication of an article by well-known poet Daniel Smythe on the importance of ideas in poetry.

The October issue will contain not only this important article but outstanding discussions of problems in fiction and non-fiction, plus a list of religious markets, a list of little magazines, and the regular monthly features that make *A&J* so important to the writer.

If you are not now a subscriber, use the handy order form on Page 31. We'll start your subscription with the help-filled October issue.

Model Airplane News, 551 Fifth Ave., New York 17. (M-25) Model airplane construction articles 1,500. William Winter. Varying rates. Pub.

Model Railroader, 1027 N. 7th St., Milwaukee 3, Wis. (M-50) How-to-do-it articles on scale model railroading, written by model railroaders. Photos. Paul Larson. Pub. Query.

Popular Electronics, 1 Park Ave., New York 16. (M-35) Articles on construction of electronic gadgets, receivers, hi-fi equipment, etc., 500-3,500 words. Fillers. Cartoons. Photographs. No fiction except by experienced writers in the electronic field. Vin Zeluff, Managing Editor. Varying rates for text, cartoons \$7.50, photos \$7.50. Acc.

Popular Mechanics, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, human interest and adventure elements, 300-1,500; fillers to 250. How-to-do-it articles on craft and shop work, with photographs and rough drawings, and short items about new and easier ways to do everyday tasks. Roderick M. Grant. 1c-10c, photos \$5 up. Acc.

Popular Science Monthly, 353 Fourth Ave., New York 10. (M-35) Features dealing with motor cars, aviation, home building, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Howard G. Alloway. Acc.

Radio and Television News, 1 Park Ave., New York 16. (M-25) Technical and semitechnical articles dealing with hi-fi, audio, radio and television servicing, radio amateur, and electronics in general. Short and feature length articles of interest to the radio amateur operator, especially needed. Constructional articles on all classifications occasionally desirable. Diagrams need only be in pencil. Good photos required. No fiction, poetry, cartoons, or publicity puffs. 100-3,000 words. Oliver Read, Publisher. 3c-5c, including photos and diagrams.

Radio-Electronics Magazine, 154 W. 14th St., New York 11. (M-35) Articles on high fidelity, TV, industrial electronics, and radio servicing; new developments in electronics slanted at the TV technician or advanced experimenter. Fiction rarely—"last fiction printed was a series of love stories illustrated by electronic schematic drawings." Verse, fillers, cartoons, photographs—only if on electronic subjects. Fred Shunnam, Managing Editor. Varying rates, cartoons \$35. Acc. Query.

Railroad Model Craftsman, 31 Arch St., Ramsey, N. J. (M-50) Articles on model railroad construction; how-to-do-it; photo stories. Scale drawings and railroad equipment, etc. Fillers. Photos. Cartoons rarely. Harold H. Carstens. Varying rates, photos about \$5. Pub. Query.

Science and Mechanics, 450 E. Ohio St., Chicago 11. (Bi-M-25) Works via query and assignment. Uses feature stories dealing with new developments in science, industry, home furnishings and appliances, and workshop equipment—wherever the subject matter can be related to the self-interest of the general consumer audience. At the moment needs authoritative articles on: scientific developments (especially in fields allied to astro-physics); and on new trends and the use of new materials in home building, remodeling, and maintenance. Will take an occasional Post-type piece of general consumer interest—with slightly greater emphasis on scientific elements—at special rates, but research quality must be top, and illustrations must show readers what is being discussed. Larger market for how-to-do-it construction and servicing projects, covering home maintenance and remodeling, car servicing, radio and TV projects, gardening, boating, and workshop kinks. Heavy emphasis on drawings or illustrations which actually show the reader "how," and complete materials list with sources of supply on built projects. Magazine works at least 4 months ahead of issue date. Don Dinwiddie, Editor. Good rates. Acc.

Trains, 1027 N. Seventh St., Milwaukee 3, Wis. (M-50) Articles 1,500-3,500 on railroad operations, railroad systems, etc. David P. Morgan. 1c-3c. Acc. Photos \$2.50-\$12. Pub. Queries essential.

The Workbench, 543 Westport Rd., Kansas City 11, Mo. (Bi-M-35) Projects and articles in the home workshop, home improvement and home repair fields from the do-it-yourself angle. Illustrated with plans, working drawings, progressive photographs, etc. T. M. O'Leary. Payment on basis of overall worth of article and illustrations. Pub.

Education

Child Study, 132 E. 74th St., New York 21. (Q-65) Official journal of the Child Study Association of America. Articles on child care and development and on current research developments and findings; book reviews and book lists for children, parents, and those who work with families; answers to parents' questions; how-to articles; articles on family living, values, patterns in other cultures. No payment, except photos \$5.

Grade Teacher, 23 Leroy Ave., Darien, Conn. (M-60) Short plays, assembly programs. Articles of value to kindergarten, primary and intermediate school teachers, 300-1,800. Crafts and how-to-do-it material of interest to children. Toni Taylor, Editor. 1c up. Pub.

The Instructor, Dansville, N. Y. (10 times a yr-75) Stories 600-1,200 for children aged 6-14. Articles by elementary school teachers on methods and activities; art, handwork, or craft ideas. Songs. Plays for children. Verses—but generally overstocked. A few cartoons closely related to school life. Mary E. Owen. Varying rates. Acc.

The National Parent Teacher, 700 North Rush St., Chicago 11. (M-15) Scientifically accurate but informally written illustrated articles on child guidance and parent education to 1,500; verse, 16-20 lines. Eva H. Grant. 1½c, photos \$1-\$7.50. Acc.

Food

Gourmet, Penthouse, Hotel Plaza, New York 19. (M-50) Sophisticated, entertaining, authentic, informative articles about food and good living; 2,500-3,000 including recipes as necessary. Cartoons. Acc.

Health, Personal Improvement

Guideposts, 345 E. 46th St., New York 17. (M) Articles, preferably first person, 750-1,500, showing how spiritual principles have been applied to daily living. Must be factual; avoid essay or editorial approach. Short features. Leonard E. LeSourd, Executive Editor. \$15-\$100. Acc. Query.

Journal of Lifetime Living, 1625 Bay Road, Miami Beach, Fla. (M-35) Articles slanted toward the mature reader—45 and older. Practical advice on how to approach and solve problems which face seniors—retirement, preretirement, marriage, adult children, jobs, etc. Average length, 1,000-1,500. Leonard M. Leonard, Editor. Excellent rates. Acc. Query.

Life & Health, Review & Herald Publishing Assn., Washington 12, D. C. (M-25) Articles on health, medical topics, common diseases, and mental hygiene, written in layman's language. Prefers M.D. or R.N. byline, but accurate and authentic freelance material is invited. Average length 1,200. No clippings, fillers, or cartoons. J. De Witt Fox, M.D. Payment modest and according to research and authenticity. Acc.

Listen, 6840 Eastern Ave., N.W., Washington 12, D.C. (Bi-M-35) Articles, life experiences, news, re-

flecting some phase of alcohol or narcotics problems. Fillers, photos in this specialized field. Limited amount of verse and of inspirational material stressing mental health. Francis A. Soper. 2c-4c, verse at varying rates. Pub.

Nursing World, 480 Lexington Ave., New York 17. (M-25) Factual articles relating to nurses and nursing, 1,000-2,000 words. Drawings and photos desirable. Virginia A. Turner, R.N. 2c. Pub.

Popular Medicine, 66 Leonard St., New York 13. (Bi-M-35) Articles written by recognized medical writers or medical doctors and recognized psychologists, 1,000-3,000 words. Frank Johnson, Editor. Rates by arrangement. Acc.

Sexology, 154 W. 14th St., New York 11. (M-35) Also published in a Spanish edition. Medical, sex education articles, preferably by physicians, scientists, science writers. Hugo Gernsback, Editor and Publisher. 2c-5c. Acc.

Success Unlimited, 4348 Broadway, Chicago 40. How-to, inspirational, and spiritual articles; especially interested in material which is directed to salesmen, helps solve problems of youth, or deals with mental or physical health. Illustrations when indicated. William H. Meyers, Executive Editor. 5c, photos to \$10. Query.

Sun, Box 142, Oakland, N. J. (M) International nudist magazine. Stories and articles, especially editorials, about nudism per se or in any field of allied interest such as mental and social hygiene, physical culture, nutrition, recreation. Photos, cover transparencies. Margaret A. B. Pulis. 1c, photos \$3, transparencies \$5-\$10. Pub.

Sunshine & Health, Box 142, Oakland, N. J. (M) American nudist magazine. Requirements as for **Sun**, above. Margaret A. B. Pulis.

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Human interest stories which tend to develop character or overcome weaknesses and difficulties or which demonstrate helpful conduct toward people or causes. Stories should be forceful, with surprising climax. No love triangle or death-bed stories. Maximum 1,500 words; 1,200 preferred. No poetry. Henry F. Henrichs, Editor. Rate according to merit. Acc.

Today's Health, American Medical Assn., 535 N. Dearborn St., Chicago 10. Sound articles on any subject related to health, including mental health, recreation, and most phases of family life. Prefers a positive approach telling readers what they can do to preserve their health. Generally 1,000-2,500 words. 350-500-word illuminating or helpful shorts. No verse—heavily overstocked. James M. Liston, Editor. 3c-10c, photos additional, photo stories \$90. Acc.

Today's Secretary, 330 W. 42nd St., New York 36. (10 times a yr.-35) Articles on secretarial subjects. Articles on secretaries to well-known personalities. Fiction 500-1,200 words, preferably with office background (without emphasis on romance). Fillers. Photos to accompany articles. Mary Jallon, Editor. \$25-\$50 depending on length and type of article, fillers \$15, photos \$5. Acc.

Tools for Living, We, The Handicapped, Inc., 15327 San Juan Drive, Detroit 38, Mich. Each how-to-do-it manual deals with a specific problem and describes in detail commercial mechanical devices as well as homemade ideas, appliances, and techniques adaptable to helping the disabled person to compensate for a lost physical function. For example: Ramps and Elevators; Devices and Techniques Helpful to the Disabled Housewife; Iron Lung Devices; Personal Grooming Techniques. Ideas should be accompanied by sketches or photos. Length 1,000-1,500 words. Harry E. Smithson, Editor. 1c up. Photos \$3 to \$5. Acc.

Trustee, Journal for Hospital Governing Boards, 18 E. Division St., Chicago 10. All articles contributed by people in the hospital and related health fields and other authorities interested in hospital operation. James E. Hague. No payment.

FREE! 'ANALYZED' TRADE JOURNAL ARTICLE

We have taken a typical trade journal story and broken it down to show you how simple it is to write a salable business feature. If you are sincere about wanting to write trade journal material, we will send you a free copy of this analyzed article. It should be worth hundreds of dollars to you.

NON-FICTION PRESS

Dept. 21

P. O. Box 1008

Glendale, California

BIGGEST \$1.00'S WORTH TODAY!

WRITTEN FOR BEGINNERS and PROFESSIONALS! Send at once for complete, concise booklet that covers the most important phases of the writing craft! Things most writing courses ignore! Learn what EDITORS EXPECT TO FIND IN YOUR SCRIPT! LEARN HOW TO MAKE IT SELL!

BEVERLY HILLS WRITER'S SERVICE

P. O. Box 4215

Tucson, Arizona

PRINTERS OF BOOKS

A new economical "gang run" method now enables us to print your books and publications at lowest possible cost. Highest quality. From 500 copies up. Write for free catalog and quotations.

ADAMS PRINTERS

30 W. Washington St., Dept. AJ

Chicago 2, Ill.

EASIEST WAY TO MAKE \$1 TO \$10 DAILY WRITING FILLERS

Will Heideman's New 1958 Revised Course & Markets No long training or professional style and plotting technique needed. Shows how to write humor, juvenile stories, household tips, rewrites, etc. Complete with samples. Over 150 markets, also month of help to 1500 words of fillers if you order now. Other fiction courses and help available. ORDER TODAY—Send only \$1 (add 5c to checks) to—

WILL HEIDEMAN

Fern Park

P. O. Box 107-A

Florida

WHEN YOU MOVE

We want every Author & Journalist subscriber to receive his copies regularly.

You can help if you will let us know of any change in your address—as far as possible in advance of the date you will move. Give your name, old address, and new address, including zone if there is one. A card for this purpose may be obtained from any post office; it requires a 3c stamp for mailing.

A change of address must reach us by the 10th of the month to catch the mailing of the following issue.

The post office will not forward your magazines unless you leave a deposit for the purpose. Even then there is likely to be delay.

The only way to make sure of prompt delivery is to send your correct address to Author & Journalist, 1313 National Bank of Topeka Bldg., Topeka, Kansas.

Volta Review, 1537 35th St., N.W., Washington 7, D.C. (M-35) Articles dealing with effect of deafness on individual and ways of overcoming such effect; authentic success stories of the deaf who speak. No fiction; no verse. Jeanette Ninas Johnson. No payment.

Your Health, 11 W. 42nd St., New York 36. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Occasional first-person experience stories. Fillers. Donald G. Cooley. Good rates. Acc.

Your Life, Today's Guide to Desirable Living, 11 W. 42nd St., New York 36. (B-M-35) Inspirational, helpful articles on living; personality profiles, to 2,500; quizzes; brief games; fillers. John J. Green, Managing Editor. First-class rates. Acc.

Your Personality, 11 W. 42nd St., New York 36. (Semi-A-35) Helpful articles on all phases of personality, 700-2,500. John J. Green, Managing Editor. Good rates. Acc. Not now buying.

Humor

Drum Major Magazine, Janesville, Wis. (M-20) Cartoons, gags on majorettes, drum majors, and marching bands. Don Sartell. \$3 to \$15 each. Acc.

Humorama, Inc., 667 Madison Ave., New York 21. Comprises: **Joker, Jest, Comedy, Breezy, Gee Whiz!, Snappy, Gaze.** Cartoons in the girl cheesecake field, also general cartoons; submit roughs. Jokes to 250 words, fillers with humor, epigrams with a quip or message, satire to 1,000 words. No clippings or reprints. Ernest N. Devver. 3c, verse 35c a line, cartoons \$9 up. Acc.

Laugh Book Magazine, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stores, anecdotes to 500 words. Themes deal with domestic situations and events common to and familiar to most readers. Charley Jones, Editor. Cartoons to \$25, 1-column cartoons \$5, jokes 50c, verse 25c a line, longer material 2c a word. Acc.

Think, 21 W. 26th St., New York 10. (Bi-M-25) Scripts from which cartoon-style parodies can be drawn—may satirize television, newspapers, magazines, social phenomena in general. A few very short parodies without drawings, satirizing newspaper columns, etc. May use satirical cartoons; no gag cartoons. Alan Whitney, Editor. Varying rates. Pub. Query.

Nature, Science

American Forests, 919 17th St., N.W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Length, 1,000-2,500. Outdoor photos. James B. Craig. 3c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

Audubon Magazine, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, reptiles, amphibians, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects 1,500-2,500. No poetry or fiction, or articles about hunting, fishing, trapping, fur farming, or about cagebirds and domestic animals. Photos black and white only. John K. Terres, Editor. \$15-\$75, photos \$3 (cover price \$15). Acc. Query.

Computers and Automation, 815 Washington St., Newtonville 60, Mass. (M-\$1.25) Articles related to computers by informed authors 1,000-3,000. Possibly cartoons. Edmund C. Berkeley. \$10-\$15 an article. Pub. Query.

Frontiers, 19th St. and Parkway, Philadelphia 3, Pa. (5 times a yr.-50) Natural history articles, 1,800-2,000. Must be scientifically accurate but in adult layman's language. Photos in story sequences or with articles. McCready Huston. Prices by arrangement. Pub. Query.

Natural History Magazine, 79th St. and Central Park W., New York 24. (10 issues yearly) Photo series, preferably black and white, in biological sciences, geology, astronomy, ethnology, archeology, etc. Text to 4,000—preferably by scientists concerned. John Purcell. To \$50 a page for black and white photographs, \$75 for color. Text payment by length. Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (10 issues a year-50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse. (Currently overstocked with fillers and verse.) R. W. Westwood. 1c-3c. Acc. Query.

Science Digest, 200 E. Ontario St., Chicago 11. (M-25) Popular articles on all fields of science to 2,000. G. B. Clementson. 5c. Acc.

Tomorrow, 29 W. 57th St., New York 19. (Q) Documented articles to 2,500 words on psychical research, telepathy, extrasensory perception, etc.; scholarship emphasized. 1c. Pub.

Pets

All-Pets Magazine, Box 151, Fond du Lac, Wis. (M-35) Authoritative articles on pets of all kinds 600-800 words for breeders, fanciers, and pet dealers; emphasis on the informative. Jay Gossett. Articles \$5 up, pictures \$2.50 up. Pub.

Cats Magazine, 4 Smithfield St., Room 1111, Pittsburgh 22, Pa. (M-35) Little fiction; verse; articles 1,000-2,000 words; photo articles; cartoons specifically related to cats. Jean Laux, Assistant Editor. Articles \$15 up, verse 10c a line. Acc.

Dog World, 3323 Michigan Blvd., Chicago 16. (M-35) Highly technical articles based on canine genetics, kennel practices, etc. Staff-produced except for assignments given to writers having expert knowledge of purebred dogs.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-15) S.P.C.A. organ. Animal articles and stories (not fiction) to 600; photos. W. A. Swallow. 1/2c, photos \$1 up. Acc.

Popular Dogs Magazine, 2009 Ranstead St., Philadelphia, Pa. (M-35) Short-shorts; human interest articles on dogs; verse; fillers; cartoons; photos. 50c an inch, verse \$1, pictures \$3. Query. Pub.

Photography

Candid Photography, Good Photography, Photography Handbook, Prize Winning Photography, Salon Photography, Fawcett Books, 67 W. 44th St., New York 36. (Annual) Five photographic publications where outstanding pictures must accompany each article and text relate these photos to some type, style, or approach to photography as an art. Typical article, 600-800 words, 12 photos. Reverse of print must bear photographer's name and address, camera data, and other pertinent information; enclose copy of model release where applicable. George Tilton. \$10-\$15 a single photo to \$250 an article.

Home Movies and Professional Cine Photographer, 6327 Santa Monica Blvd., Hollywood 38, Calif. (M-25) Articles on amateur movie making, 1,500-2,000; also 16 mm. professional stories with photos. Sketches and descriptions of movie-making gadgets. Henry Provisor. 3c, photos \$3-\$10, black and white covers \$25. Acc.

Modern Photography Magazine, 33 West 60th St., New York. (M-35) Entertaining, instructive, inspiring articles to 3,000 with photo illustrations; also individual photos, gadget ideas, and cartoons on photography. J. Balish. Photos to \$25. Acc. Query.

Popular Photography Magazine, 1 Park Ave., New York 16. (M-35) Illustrated articles on all phases of

photography, 600-2,000; captions for each shot. (Query on articles.) Prints and color transparencies of high quality for reader picture section, showing outstanding technique and composition. Pictures and text for Photo Tip department. Color transparencies for covers and inserts. Technical data must accompany all pictures. Bruce Downes. Black and white photos \$15, color \$40 up. Tips \$5-\$10. Acc.

Picture Magazines

Friends Magazine, Chevrolet Motor Division, General Motors Corporation, 3-135 General Motors Bldg., Detroit 2, Mich. An all-picture magazine seeking photographs which tell a factual story; accompanying text may be in memorandum form. Frank Kepler. Two-page spread black and white \$200, color \$300. Acc. Query.

Jubilee, 377 Fourth Ave., New York 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Picture stories only, at \$5 a picture. Edward Rice, Robert Lax, Senior Editors. No queries.

Life Magazine, Time & Life Bldg., Rockefeller Center, New York 30. (W-20) Address Contributions Department. Black and white news pictures; Saturday issue closing deadline. Timely or unusual short features. Offbeat, "stopper," single pictures. Single color shots or short sequences highlighting news subjects. Color may be submitted unprocessed and will be so returned if of no interest. Minimum size of color transparencies 35 mm. Black and white \$200 a page, inside color \$350 a page, color covers \$600. Pub.

Look, 488 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. Wm. Arthur, Managing Editor. Good rates. Acc.

Scenic South, Standard Oil Company (Kentucky), Starks Bldg., Louisville 2, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8 x 10 for inside pages; transparencies 4 x 5 or larger for covers. Robert B. Montgomery. Black and white photos \$5-\$10, color transparencies \$75. Acc. Copies of magazine available to freelance photographers.

Stare, 667 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, pinups. Steve André. Photos \$6—contact prints considered. Acc.

Regional Magazines

Arizona Highways, Phoenix, Ariz. (M-35) Arizona photographs of professional quality in black and white and color. In transparencies 4 x 5 or larger preferred, but 2 1/4 x 2 1/4 accepted. Articles dealing mainly with Arizona and Southwest travel subjects. Poetry. Raymond Carlson. Articles 2c-5c, verse 50c a line, black and white photos \$3.50-\$10, color \$20-\$60. First publication rights only.

The Atlanta Magazine, 31 Third St., N. E., Atlanta, Ga. (W) Fiction. Features. Cartoons. Humorous fillers. All material must reflect Southern viewpoint. Query.

The Beaver, Hudson's Bay Company, Main St., Winnipeg, Manitoba, Canada. A restricted market for travel material of the Canadian North. Illustrations essential. Malvina Bolus. 5c up. Acc.

BECOME AN AUTHOR

You, too, can write a novel or short story. Learn the basic rules. Send 50c in coins or stamps to **Ethel Paige, Room 1913, 1501 Broadway, New York 36, N. Y.**, and receive her 10 point easy plan booklet.

MANUSCRIPT TYPING

Work Guaranteed to be Satisfactory

50c per Thousand Words

Minor corrections. One carbon if desired.

EDITH HARDY

422 Fairview Ave., N.E.

Grand Rapids 3, Michigan

NEED WE SAY MORE?

A client writes: "You are the first agent—who ever did anything constructive for me. All others went off on a tangent with beautiful theories, none of which were practical." **Novels, Short Stories, Articles, Plays, Television, and Radio Criticism — Guidance — Representation** Reading fees: \$5 to 5,000 words; over 5,000 words to 40,000, \$1 per 1,000. Novels and Plays \$15. Return postage with each ms. Send self-addressed envelope, stamps for folder, "To the New Writer."

NEW YORK LITERARY AGENCY

910 Riverside Drive

New York 32, N. Y.

WRITING HELP

You can sell! I do. I sell to newspapers, magazines and syndicates in the United States, Canada, and England. You can sell, too. My 20 years of experience as reporter, columnist, feature writer, lecturer, and editor will definitely help you because I do your writing for you under your byline. Rejected manuscripts accepted for rewriting. Details free.

CHARLES H. COLEMAN

1350 Carol Place

Aurora, Illinois

\$149.50

100 copies 40 page Poetry Book

Other sizes quoted on request

Sample shown on request

TRIANGLE PUBLISHING COMPANY

3104 Ross Ave.

Dallas, Texas

PUBLISHED or UNPUBLISHED

SELL YOUR STORY TO HOLLYWOOD

Top established motion picture, radio, and TV agency seeking fresh writing talent and stories to sell in this ever-expanding market.

Send for free information.

THE SAGER AGENCY

BH Box 224

Beverly Hills, California

NEW YORK WRITERS' CONFERENCE

November 6-8

Literary agents, publishers, editors and professional writers will lecture on short story, juvenile, article, and television writing. **Cash prizes!** All registered delegates may bring a friend as our guest. Sessions to be held at the Sheraton-McAlpin Hotel. For details, write to:

IRV. LEIBERMAN

565 Hipp Annex

Cleveland 15, Ohio

HAVE A PROFITABLE CAREER

Learn how from the author of the prize-winning novel, **THE DEVIL'S HANDMAIDENS**. I have helped hundreds to success in fiction, poetry, articles. A trial criticism at \$1 per M words will prove that I can help you. Reference: **Who's Who of American Women**. Or visit my Chicago class, or N. H. Writers' Colony.

Literary Critic

MILDRED I. REID

Contoocook, New Hamp.

MY SEVEN BOOKS

- 1-WRITERS: HERE'S HOW! (Basic Technique).....\$1.25
- 2-WRITERS: HELP YOURSELVES! (Formulas. 1997 Edition) 2.50
- 3-WRITERS: LET'S PLOT! (Plots for everything. 1958).....2.50
- 4-WRITERS: MAKE IT SELL! (Advance Technique).....3.00
- 5-WRITERS: TRY SHORT STORIES (8 types explained).....3.00
- 6-WRITERS: LEARN TO EARN! (New approach to writing) 3.00
- 7-THE DEVIL'S HANDMAIDENS. Novel. \$3.50. From me... 3.00

Canadian Geographical Journal, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles 1,000-3,000. Gordon M. Dallyn. 2c up. Pub.

Connecticut Circle, 302 State St., New London, Conn. (Bi-M-50) Articles and photos relating to Connecticut, Connecticut history, and Connecticut people. Harry F. Morse. 1c up, photos \$2 up.

The Desert Magazine, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from the desert Southwest on travel, nature, mining, archeology, history, recreation, exploration, personalities, homemaking, desert gardening, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson. 1½c up, photos \$1-\$3. Acc.

Down East Magazine, Camden, Maine. (9 times a yr.-35) Essays to 2,500; articles marine, historical, character to 2,500; anecdotes. Very few short stories. Cartoons. Photographs. No verse. All material must be directly related to Maine. Duane Doolittle. \$30-\$50 for pieces 2,000-2,500, anecdotes, etc., \$5 up. Acc.

Empire Magazine, *Denver Post*, 650 15th St., Denver 1, Colo. (W-15, with Sunday *Denver Post*) General interest features 250-2,000 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material must have strong Western peg. H. Ray Baker. 1½c up; photos \$5. Acc.

Florida Speaks—The National Voice of Florida, P.O. Box 10670, St. Petersburg, Fla. (Semi-A) Requirements similar to those for *Sunrise Magazine of Florida Living*, below.

Frontier, 527 La Cienega Blvd., Los Angeles 48, Calif. (M-35) Liberal viewpoint on affairs in the Western states, especially California. Journalistic reports around 2,500; occasional profiles; high quality required. Phil Kerby, Editor. 1c. Pub. Query.

Greater Philadelphia Magazine, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area, with emphasis on business community; personality sketches of local business and industrial executives; executive hobbies; business success stories; photo series. Arthur Lipson, Editor and Publisher; Alan Halpern, Executive Editor. To \$25 an article. Pub.

Mexico This Month, Calle Atenas 42-601, Mexico 6, D. F. Articles 1,000-1,200 on off-the-beaten-track Mexican material—light, humorous twist desired. Good picture stories. Anita Brenner. About \$24 an article.

Montana: The Magazine of Western History, Roberts at Sixth Ave., Helena, Mont. (Q-75) Authen-

tic but readable historical articles 2,500-4,000 about the West—Arizona, Nevada, Utah, Wyoming, Nebraska, Texas, California, Colorado, North and South Dakota. Primarily interested now in fur trade, mining, and open range ranching articles. Michael Kennedy, Editor. Moderate rates. Pub. Query.

The Montrealer, 770 St. Antoine St., Montreal, Canada. (M-25) Good quality serious and light fiction, 1,200-2,500. Cartoons. Canadian contributors preferred. David L. Hackett. Varying rates. Pub.

New Hampshire Profiles, 1 Pleasant St., Portsmouth, N. H. (M-35) Historical and current articles New Hampshire centered; New Hampshire personalities and events. Photos. Fillers applicable to New Hampshire. No poetry at present. Paul E. Estaver. Articles to \$30, photos \$5. Pub. Query.

New Mexico Magazine, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick. \$15-\$25 an article, transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, New Mexico scene only, no payment.

Seattle Times Sunday Magazine Section, Box 1892, Seattle 11, Wash. Features on Pacific Northwest subjects only, 1,000-2,000. Picture layouts for roto section. Chester Gibbon. \$15 for unillustrated articles; \$25 with suitable art. Pub.

Sunrise Magazine of Florida Living, P.O. Box 10670, St. Petersburg, Fla. (Bi-M-35) Confined to factual material designed to improve living in Florida, by writers resident in Florida and expert in their fields of reporting. Articles by assignment only; query or file name and address. Stuart Murray, Editor. Articles \$35-\$50, photos \$5. Pub.

Sunset, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, Western gardening, how-to-do-it articles. Acc. Query.

Vermont Life, State House, Montpelier, Vt. Illustrated factual Vermont articles. Photos, black and white and color. Arranges photo and article assignments with freelancers at higher than listed rates. Walter Hard, Jr. 2c. Before pub.

Weekend Magazine, 231 St. James St. W., Montreal, Canada. Magazine section of 28 Canadian dailies and the *Standard*. Limited market for short features of Canadian interest. Fillers. Photo features, including color. Articles \$200 up. Acc. Query on articles.

Westways, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 300-1,200, photos of out-of-doors, travel, natural science, history, etc., in 11 Western states, British Columbia, Alberta, Mexico. Verse. Cartoons. Patrice Manahan, Editor. 8c, cartoons \$10, photos \$7.50. Acc.

Yankee, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Poetry, any subject but preferably not over 30 lines, preferably shorter. Address poetry to Jean Burden, 403 Ventura St., Alhambra, Calif. 2c-10c, poems \$5. Pub. or Acc.

Sports, Recreation

The Alaska Sportsman, Box 1271, Juneau, Alaska. (M-35) Fact articles on Alaska and Northwest Territory; outdoor fact articles with Alaska background, 1,000-5,000. Photos. No fiction. Bob Henning. 1c. Pub.

The American Field, 222 W. Adams St., Chicago 6. (W-25) Short stories 1,000-1,500. Articles on hunting upland game birds with pointing dogs, to 3,500. Also on breeding pedigreed pointing dogs and training shooting dogs. Photos. W. F. Brown. Rate varies. Acc.

The American Rifleman, 1600 Rhode Island Ave., Washington 6, D. C. (M-40) Hunting and shooting material; small arms, marksmanship instruction, gunsmithing, etc. Also articles dealing with military small arms and small arms training. No fiction or verse. Walter J. Howe. 5c up, photos \$6. Acc. Writer's and

THE LITTLE MAGAZINES

Every two years *Author & Journalist* publishes a comprehensive list of the so-called little magazines—literary publications issued by universities, organizations, and individuals. Magazines such as the *Kenyon Review*, *Flame*, *Wings*.

The little magazines publish highly important literary work in prose and verse which is not suited to commercial publications. A number of now outstanding writers got their start there.

If you are a serious writer, you will want the list of little magazines which will appear in the October *A&J*. In the event you are not a subscriber, make sure of getting the October and following issues by subscribing now. Use the handy order form on Page 31.

Photographer's Guide available to prospective contributors.

The AOPA Pilot, Box 5960, Washington 14, D.C. A magazine of the Aircraft Owners and Pilots Association. Human interest factual articles on civilian flying; first-person and how-to articles especially desired. Also features 100-300 built around a single photograph. Max Karant, Editor; Charles P. Miller, Managing Editor. 5c, photos and sketches \$5-\$10. Acc. Query.

Arabian Horse News, Box 18, Boulder, Colo. (M-exc. January and July-35) Articles, verse, fillers, photos, cartoons, dealing with Arabian hses. Donald R. Coombes. No payment.

The Archers' Magazine (TAM), 1200 Walnut St., Philadelphia 7, Pa. (M-25) Recreational, hunting, craftsmanship, hobby articles 500-1,000. Photographs. J. W. Anderson. 1c, photos extra. Pub. Query.

Baseball Magazine, Washington Bldg., Washington 5, D.C. Fact articles on baseball subjects. Short stories and short-shorts with baseball themes. Sidney S. Haimes, Editor-Publisher. Pub.

The Blood-Horse, P.O. Box 1520, Lexington, Ky. (W-20) Articles in breeding and racing of Thoroughbred horses. Warren Schweder. Articles \$20 up, photos \$3 up. Acc.

Boats, 117 Broad St., Milford, Conn. (M-35) Practical articles on small boats. Photos. H. S. Griffith. \$50 an article. Pub. Query.

Car Craft Magazine, 5959 Hollywood Blvd., Hollywood 28, Calif. (M-25) Photo coverage on all automotive subjects with emphasis on restyling and customizing; also hot rod coverage. Dick Day. \$20-\$30 a page, photos \$5. Acc. Query.

Car Life, 814 H St., N.W., Washington, D.C. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates, photos \$5. Pub.

The Chronicle, Middleburg, Va. (W) Articles covering Thoroughbred breeding, flat racing, steeplechasing, horse shows, foxhunting, polo, beagling, junior riding, etc. A. Mackay-Smith, Editor. Photos of horses. \$3. Pub.

Field & Stream, 530 Madison Ave., New York 22. (M-35) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey. 10c up. Acc.

The Fisherman, Oxford, Ohio. (M-50) Covers the year-round world of sport fishing. Articles on fish, fishing, where to fish, boats, nature, conservation, etc. Fiction, poems, cartoons also. Karl Hess, Editor. Good rates. Shortly after acc. Query on article ideas.

The Fishermen's Digest, 925 W. Jackson Blvd., Chicago 7. (A-\$2.95) Technical articles on fishing, fishing equipment and techniques, and related subjects, preferably heavily illustrated, to 8 pages. Fillers of 1 page. Cartoons. Photographs. Tom McNally, Editor. Varying rates averaging 4c-5c, cartoons \$5-\$10, photos \$7.50. Acc. Query.

Flying, 1 Park Ave., New York 16. (M-35) Edited for pilots, private and corporate aircraft owners, service operators, and others connected with or interested in aviation. Articles 1,500-2,000 on civil and military flying experiences, techniques in flying, air power development, travel, new planes and equipment, sports flying, business flying, flying lore. Black and white and color photos. Gill Robb Wilson. \$50-\$150, black and white photos \$5 up, transparencies \$75 up. Acc.

Forest and Outdoors Magazine, 4795 St. Catherine Ct., W., Montreal 6, Canada. (M-25) Official publication of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Photo features of 6-12 pictures pertaining to hunting, fishing, and other outdoor sports. Filler photo stories of 1 or 2 pictures on how-to subjects. Unusual outdoor news photos. No text stories. Some second rights purchased. R. J. Cooke. Photos \$2-\$4. Pub. Acc. if author requires. Query on material involving much photographic work.

POETS AND WRITERS:

200 6 x 9, 24-page Books beautifully printed, embossed hard paper covers, \$88.00. Work guaranteed. **Fast service.**

MERCHANTS PRESS

P. O. Box 112

Taylor, Texas

TEN LESSONS IN STORY TECHNIQUE Plus Critiques of Your Stories

A practical course prepared for beginners who wish fiction training. . . . **Proved by class results** for five years.

Offered by mail for the first time at a surprisingly low price —only \$12.50. Special Bonus: Two completed stories criticized for you personally by the author of the course without extra charge. Particulars free.

BEIMFOHR ASSOCIATES

725 Emerson St.

Evanston, Ill.

RIGHT WORDS WRITE CHECKS!

Make your plots pay! Many I've helped have sold to Movies and TV. Over 15 years of scripting experience inside Hollywood Studios. COMPLETE writing help, or Ghosting, on Novels, Stories, Screen, TV, and Stage Plays. Write me your problem for free reply.

JESSICA FOX MAY

Phone
Hollywood 2-5448

1848 North Gramercy Place
Hollywood 28, Calif.

PROFESSIONAL TYPING

Bond paper, carbon, friendly help with spelling, punctuation, awkward grammar, proper sentence construction. \$1.00 the thousand. Typing only, 60c per thousand.

Disabled veteran. College graduate.

RAY N. MATHEWS

1126 Herbert Street

Philadelphia 24, Pa.

WRITE FOR THE JUVENILES

Begin at the beginning and end up selling. The most comprehensive course of its kind on the market, covering every phase of story and article writing for tots to teens. (Learn the step-by-step procedure from one whose work is appearing currently in juvenile publications.) Not a "tell how" but a SHOW HOW course. Personal criticism included. Send stamp for particulars.

MARJORIE M. DAVIDSON

P. O. Box 104

Loceyville, Penna.

BEGINNERS:

Earn Money at Home While Writing

Write a newsy English column for small foreign papers (under fifty thousand population). The same mimeographed column goes to all of your listings. Excellent, interesting work, and you are your own boss. **It is your own business with splendid remuneration.** For complete details (with subjects) send one dollar to

ANTHONY D. OLIVER

7259 Fulton St.

North Hollywood, Calif.

GAMBLE A BUCK?

That's all it takes to learn about writing comic book stories. My 15,000 word booklet, FUNDAMENTALS OF COMIC SCRIPT WRITING, tells you how. No drawing experience needed. Send your dollar to:

EARLE C. BERGMAN

1255 North Gordon St.
Hollywood 38, Calif.

Fur-Fish-Game, 2878 E. Main St., Columbus 9, Ohio. (M-25) True stories of hunting, fishing, trapping, camping, big game hunting; in fact, any type of article of interest to sportsmen. Photographic illustrations, also photos for cover. L. Adams. 1/2c-1c. Acc.

Grit & Steel, Drawer 541, Gaffney, S. C. (M-25) Articles, photos, cartoons, cartoon ideas, pertaining to game fowl exclusively; fiction. (Miss) Sara Ellen Culbertson. Rates a matter of correspondence.

The Gun Digest, 925 W. Jackson Blvd., Chicago 7. (A-\$2.95) Technical articles on firearms, shooting, hunting, and related subjects; historical material relating to firearms; from 1-page fillers to definitive treatises. Cartoons. Photographs. John T. Amber, Editor. Varying rates, averaging 4c-5c, cartoons \$5-\$10, photos \$7.50. Acc. Query.

Guns Magazine, 8150 Central Park Ave., Skokie, Ill. (M-50) Articles 1,500-3,000 on all aspects of gun sport; articles on prominent shooters, designers, or other persons important in the gun game. Controversial topics provided they have authenticity and reader interest; shooting tips and techniques. Photographs. Cartoons. E. B. Mann, Editor; William B. Edwards, Technical Editor. 5c, cartoons \$10, photos \$5. Pub. Query.

Hot Rod, 5959 Hollywood Blvd., Los Angeles 28, Calif. (M-25) Automotive features and automotive how-to-do-it's, 300-1,000. Cartoons. Photos. Bob Greene. Good rates, pictures \$10. Acc. Query.

Lakeland Boating, 906 N. Eighth St., Sheboygan, Wisc. Devoted exclusively to lake and river boating in the Midwest, including the Great Lakes. Articles on interesting boats, boating personalities, cruises—in the first person; how-to articles on boat repairs, maintenance, safety, etc. In special need of first-person copy. Victor H. Schoen. Around 2c. Acc. Query.

Motor Boating, 572 Madison Ave., New York 22. (M-50) Articles to 3,000 words on pleasure boating, and allied subjects to yachting. Fillers. Photos. Charles F. Chapman. Varying rates, photos \$5. Acc. Query.

Motor News, 139 Bagley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. Covers United States but is especially interested in Michigan and nearby states. William J. Trepagnier. \$50-\$100. Acc.

Motor Trend, 5959 Hollywood Blvd., Hollywood 28, Calif. (M-25) News and photos of new developments and trends in the automotive and automotive accessory fields. Photo stories of special-purpose cars. Punchy, anecdotal exposé-type articles about current rackets or frauds; must be factually substantiated. Articles \$150 up, cartoons \$10-\$25, photos \$10. Acc. Query advisable but not essential.

National Motorist, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 700 and of 1,300 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson. 8c, photos \$8. Acc.

National Skiing, 7190 W. 14th Ave., Denver, Colo. (M-Oct. through March) Short stories, short shorts, articles, photo features, verse, cartoons, all relating to skiing. Stories and articles \$25 up, cartoons \$5-\$10 per panel, payment by arrangement for photo features. Bob Parker, Editor. Pub.

Outdoor Life, 353 Fourth Ave., New York 10. (M-35) Profusely illustrated articles to 8,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. Both black and white and color photos. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experiences exciting or dangerous, for retelling in cartoon strip form. Photo stories. William E. Roe, Editor. Top rates in the field. Acc.

The Rudder, 9 Murray St., New York 7. (M-40) Illustrated how-to-do-it articles on every phase of boating, 1,500. Moulton H. Farnham. Varying rates, photos \$10. Pub.

Scholastic Coach, 33 West 42nd St., New York 33. (M-25) Technical articles on the coaching and playing of high school and college sports. Herman L. Masin. 1c. Pub.

Skating Magazine, 30 Huntington Ave., Boston 16, Mass. (8 times a yr.-50) Official publication of the U.S. Figure Skating Association. Articles, mostly instructive, dealing with technical aspects of ice figure skating, 700-1,500. Teresa Weld Blanchard. No payment.

Ski Magazine, Hanover, N. H. (Six issues October through March-35) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor; fillers about skiing. Cartoons. Fred Springer-Miller. 1c-5c, photos \$1-\$10. Acc.

Skipper, 50 State Circle, Annapolis, Md. (M-35) Outstanding sea fiction 3,000-5,000. Articles 2,500-3,000 with human interest approach to boating, cruising, racing, boats, ships, and the sea. Interested in controversial material if fair and documented. Photographs and photo essays. H. K. Rigg, Editor. 3c up, photos \$5 up. Pub., except by special arrangement.

Sport, 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features, controversial subjects of interest to sport fans. Baseball and boxing the year round. Other sports in season. Articles 2,500-3,500. Ed. Fitzgerald. Payment from \$200 depending on length. Briefs for SPORTalk department \$5-\$10. Acc.

Sport Diving Magazine, Box 5006, Gulfport, Fla. (Q) True articles 1,500-2,500 words on some phase of skin diving activity or other subject of interest to underwater sportsmen; prefers material about older persons or unusual circumstances. Cartoons. Photos. John M. Erving, Jr., Editor. Articles \$15-\$35, cartoons to \$5, photos to \$5. Pub.

Sports Afield, 959 Eighth Ave., New York 19. (M-25) Some short fiction used, to 3,000 words, related to field sports; picture stories, articles, how-to-do-it features, to 2,500; fillers. Particularly interested in color transparencies that show action; prefer minimum 2 1/4 x 2 1/4 but can use 35 mm. Ted Kesting. Payment by arrangement. Acc.

Sports Illustrated, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Articles 2,000-5,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). \$750 up. Query Andrew Crichton.

Sportsman Magazine, 655 Madison Ave., New York 22. (Q-35) Short stories 2,000-4,000. First person, true, rugged, dramatic, hunting and fishing articles; also photo stories of same type. Cartoons. Animal photos. Noah Sarlat. To \$300, pictures to \$25. Acc. Query. Inventory full for a while.

Turf and Sport Digest, 511 Oakland Ave., Baltimore 12, Md. (M-50) Short stories with racing background (one a month) 2,500-3,000. Articles 2,500-3,500 on racing, biographies of racing people, methods of play. Photos of Thoroughbred racing, including transparencies for covers. Crossword puzzles. Raleigh S. Burroughs. 1c up, puzzles \$5, photos \$3-\$6. Kodachromes \$75. Pub.

The Western Horseman, 3850 N. Nevada Ave., Colorado Springs, Colo. (M-35) Articles in which the Western Stock horse is featured, 1,500-2,000. Cartoons. Dick Spencer III. 2c, cartoons \$5. Acc. Query.

Western Sportsman, P.O. Box 4007, Catalina Station, Pasadena, Calif. (Bi-M-15) Hunting, fishing, and big game articles, 1,200-1,500. Cartoons. Deep Western flavor. Needs articles on Western fishing, hunting, camping, boating, etc.—how-to, informative material. Paul F. Johnson, Editor. 2 1/2c. Pub.

Yachting, 205 E. 42nd St., New York. (M-50) Factual yachting material (power and sail), cruise stories, and technical articles on design, mechanical, etc., 2,000-4,000. Photos containing unusual yachting features. Critchell Rimgenton. 3c up. Acc.

Books for Writers

In this department are reviews of new books of special interest to writers. As a service to its readers, Author & Journalist will supply any of these books at the published price postpaid. Send order with remittance to Author & Journalist, 1313 National Bank of Topeka Building, Topeka, Kansas.

JOURNALISM TODAY: ITS DEVELOPMENT AND PRACTICAL APPLICATIONS, by Thomas Elliott Berry, Ph.D. Chilton Company. 512 pages. \$6.50.

Anyone desiring an inclusive survey of the whole field of journalism will hardly find a better book than this, which covers not only the newspaper but magazine writing, technical writing, pictorial communication, advertising and public relations—and even the school paper.

Dr. Berry, a former Philadelphia newspaperman, now a freelance writer and college professor, knows the field and discusses the essentials of each phase of it. His remarks about interviewing and feature writing are particularly valuable. The classification of magazine material—sound enough as the author explains it—may prove confusing to some readers because of its departure from the terminology commonly used by editors. Useful appendices include a glossary of terms and a list of reference books on journalism.

Young people interested in a writing career but uncertain where to center their aim will find Dr. Berry's work especially enlightening.

PHOTOJOURNALISM: PICTURES FOR MAGAZINES AND NEWSPAPERS, by Arthur Rothstein. American Photographic Book Publishing Company. 208 pages. \$5.95.

This practical, brilliantly illustrated manual is a must for the photojournalist or the writer who seriously wants to make photography an important supplement to his work.

The author, who is technical director of *Look*, not only is an authority on photography but sees photojournalism as a combination of the creative and the commercial. Naturally his discussion is both accurate and stimulating.

Mr. Rothstein treats of the news photograph, the feature photograph, the photo sequence, craftsmanship, and the photographic laboratory, plus also the functions of the art director and the picture editor. Also he goes into the ethics of the photographer, pointing out the damage that may be done by an unscrupulous photographer—or by a crook in politics or business using photography as a means of deceit.

Mr. Rothstein lays much stress on ordinary happenings or subjects which through expert photography may be made to instruct or entertain.

The illustrations, reproduced from photographs from 1853 to our day, are as illuminating as the text.

The book contains useful data on cameras and on the business side of photography, such as prices, contracts, copyrights. There are release forms for consent of subjects for publication of their photographs.

If you can't do a better job of photography after studying this volume, you just don't have it in you.

CRITIQUES OF YOUR STORIES

by a professional writer

Up to 2,000 words	\$2.00
Up to 4,000 words	\$4.00
Up to 6,000 words	\$6.00
Book lengths \$10.00 to \$25.00	

Let me show you a short-cut to success
GOUGH ASSOCIATES

R. 1

Murray, Kentucky

HERE'S HOW TO "PUBLISH YOUR OWN"

Make money Publishing and Marketing YOUR OWN BOOK, as we do with "Passport From Oblivion," "We Two We Live," "Bring the Customer Back," "How to Harness Your Family Power," "Cleave Unto Him," "Family Chats," and 15 other titles. WE TELL YOU HOW in "PUBLISH YOUR OWN." Order now for Oct. 15 delivery. \$2.95 postage paid if payment is sent (COD makes it \$3.37). 7-Day trial on all our books. Free book list. IVY PRESS, Dept 72, P.O. Box 1552, Seattle 3, Wash. (Our "CHATS" only 10c while supply lasts)

Have you tried CIRENCESTER?

An alive Canadian agency for authors everywhere. Let us place your manuscripts—fiction, articles, plays, light verse. Reading fees \$3.00 per 3000 words. Sales, ten percent; foreign fifteen. The RIGHT market may sell that rejected script! Criticism and revision if desired.

CIRENCESTER LITERARY AGENCY
South Post Office Niagara Falls, Ontario, Canada

MANUSCRIPT TYPING

50c Per Thousand Words

Work Guaranteed to be Accurate and Neat
Price includes: Minor corrections; one carbon copy if desired. Also, extra first and last sheets.

25 Years Typing Experience

HELEN M. MYERS

121 S. Potomac St. Waynesboro, Pa.

WHO OWNS THE BOOKS

YOU PAID TO HAVE PRODUCED?

Publishers' Weekly says you should, and so do we! Send for our free folder outlining a low cost publishing service featuring author-ownership and 70% royalty on sales.

WILLIAM-FREDERICK PRESS

391 East 149th Street New York 55, N. Y.

LITERARY ASSISTANCE

Fiction Technical Juvenile Non-Fiction

Successful, selling writer will criticize, revise and/or re-write for limited number of clients. Typing at page rates. Submit mss. or outline, any length, any form. Reading fee, \$1/M words, maximum \$25.00, must accompany submission.

FIR CONE STUDIO

239 Walnut St.

Westfield, N. J.

I'LL DO IT FOR YOU

Sick of rejects! I have ghost-written millions of words of stories, articles, books for hundreds of satisfied clients. I may be able to help you see your name in print and make money on your raw material. Reasonable rates. Particulars FREE. Also Slant Chart & Best Plot Formula.

WILL HEIDEMAN

Fern Park

P. O. Box 107-A

Florida

POEMS WANTED

To Be Set To Music

Send one or more of your best poems today for FREE EXAMINATION. Any Subject. Immediate Consideration.

Phonograph Records Made

CROWN MUSIC CO., 49 W. 32 St., Studio 142, New York 1

Don't Ever Say to Me

[Continued from page 12]

rience. Like getting religion and falling in love, every one will go at it in a slightly different way. Nobody can tell anybody what to do in a matter touching his own personality; for that, no diagrams or road maps can be drawn. We can make suggestions, call attention to what we consider to be weaknesses or faults, tell how the matter looks to us. But definite ways to correct these things we cannot give. If we did this, the story would cease to be the writer's.

Besides, if a writer doesn't have imagination enough to correct the weak spots, he doesn't have the equipment necessary for a writer in the first place. Best he get out of the field, into something where he can receive clear-cut instructions—ribbon selling, maybe, or adding columns of figures.

7. "I sent it off a couple of times and it came back, so I chucked it away in my desk and forgot about it—"

What he probably means here is that he sent it to the *Saturday Evening Post* and the *Ladies' Home Journal*, where it didn't have the beginnings of a chance. A writer can't give up with the first strike against him. One of my stories was rejected by 17 editors (including Mr. Nelson Antrim Crawford, then editor of *Household*, now editor of you-know-what) and was finally bought by *Capper's* where it had gone two years earlier, but to a different editor.

Look at your story carefully. It is something dear to you, and, in its way, probably pretty good. Why send it off into competition for which it is not prepared? Pick a magazine where you think it has a chance. When it comes back (it probably will, the first time, and the time after that, and on down the line) take another look. If you see something in it that might be improved (and the chances are you will) make the change, and then send it off again. Keep on. If the story is good enough, it will finally sell. If it isn't, you'll at least know you tried.

Remember—no editor has ever been known to come to an author's house, open the desk drawer where he keeps his returned manuscripts, extract a promising one from the heap, and write out a check on the spot.

8. "No, I didn't check that—"

Authors will sometimes write stories and put in railroads where none ever ran, rivers in dry lands, lovely parks in deserts. They will get dates wrong, events mixed up. They will put in ideas or philosophies which will horrify members of a certain profession because they run so counter to the way those people think, talk, and act. They will defy taboos and distort facts.

Even if they are fortunate enough to sell a story of that kind (which is unlikely) the resulting howl from readers who know the real facts will make the future stories of these writers about as welcome in the editors' offices as a mouse at a women's missionary meeting. Articles are usually checked carefully by the writers for facts; it is no less important to check facts used in fiction, whether the story is an historical one or not.

Take care lest you have a doctor refusing to go on a sick call at night, or a minister taking a cocktail at a party, or a teacher talking out of turn. Granted these people may do such things upon occasion, members of their professions will still tell the editor hear from them. And what they say won't make you any more popular with that editor, either.

9. Finally, "I could write if I just had the time—"

Remember—you don't have time to write; you make time. If you want to write enough, you'll do it. You may—nay, you must—give up some other things if you are going to write. But if the wish is great enough, you'll do it.

A young woman found time, between cooking meals and caring for children, to do a book. In longhand, too. Her name was Harriet Beecher Stowe and the book was *Uncle Tom's Cabin*. A young man working in the United States Customs—a day-long, demanding job—also was able to find some minutes for writing. His name was Nathaniel Hawthorne, and as you well know, he didn't stop with one book. A young college teacher, with a full teaching load, sat down at his own kitchen table while his children played about the house, and worked beyond the time it took to check English themes. He came up with *The Seven Year Itch*, and if you don't know about that play, you really don't have time to write and you'd better drop the idea. I myself had to make time to write when I first began and was carrying a full teaching load; I still have to make the time when my teaching load is lighter, for other duties have come in to fill the vacant spot. I still try to tell myself I don't have time, but somehow, I just don't listen to me on that score.

In fact, that is how I know what to warn students against. Every one of these things I tell them not to do, I've done myself time and time again. When I'm talking to them, I'm also talking to myself.

Maybe, some day, we'll learn the lessons together.

Wisconsin Writers to Meet

The tenth annual conference of the Wisconsin Regional Writers Association will be held at the American Baptist Assembly, Green Lake, Wis., September 26-28. Reservations should be mailed to Grant Anderson at that address.

SELL YOUR SHORT-SHORTS TO THE BEST MARKETS

\$50, \$75, \$300, \$500, \$850 are some of the prices paid for published short-shorts. There are over 200 markets buying actively the short-short type fiction. Our agency has sold short-shorts from \$75 to \$850 apiece. New writers who never sold before are constantly selling to these markets. If you have written short-shorts which you think should sell, by all means let me try them for you in the current popular markets. Reading and handling fee: \$3 per short-short.

ROBERT OBERFIRST, Literary Agent, P. O. Box 539, Ocean City, New Jersey

ADEAS . . .

ADEAS offers you an inexpensive opportunity to advertise your miscellaneous wants and wares. Rate: 9c a word, first insertion, 8c a word, subsequent consecutive insertions of the Adeas without change; no agency commission allowed. A checking copy of the magazine, 10c extra. Copy and remittance must reach us by the 28th of the second month preceding insertion. Critics, courses, agents, typists, may use display advertising only. **AUTHOR & JOURNALIST**, 1313 National Bank of Topeka Bldg., Topeka, Kans.

BOOKS, WRITERS' HELPS

EARN AS YOU LEARN WRITING—Dorothy Banker Turner's popular, practical, specific book on writing to sell. Revised 1958 printing. \$2 postpaid. Creative Press, Claremont, California.

USED COURSES AND INSTRUCTION BOOKS bought, sold and exchanged. List 10c. SMITH'S, 124 Marlborough Rd., Salem, Mass.

MILLIONS CHARACTERS AND PLOTS at your fingertips. Characterization Kit contains nearly 3000 traits, 10 charts, wheel, emotions list, etc. Create realistic characters that sell today's stories. Complete Kit \$2. Also Plot Kit \$2. Both Kits \$3. Write for more information. FREE roundtable. Blois, 2208A Overdene, Rockford, Illinois.

FOOL-PROOF HANDEBOOK of English. Every writing problem explained and illustrated. \$1.00. Marjorie Davidson, Laceyville, Penna.

"SPARETIME PROFITS," illustrated, markets. Salak, 12244 South Wentworth, Chicago 28, Illinois.

IT'S IMMENSELY advanced and valuable! Have you read of the creative **RHYTHM IN WRITING**? You should! \$1.00—Risser—30 W. Bayaud—Denver, Colo.

MAKE MONEY writing features. Amazing book tells how. Free literature. Ben Arid, 1141 7th St., Hermosa Beach, Calif.

WANDERLUST MAGAZINE—Quality fiction, articles, poetry. Quarterly. \$1.50 year; 40c copy. A Karl Austin, Editor.

MARKETS

INFORMATION GUIDE for cartoonists and gagwriters. Full of new cartoon markets, tips, hints, cartoon and gag-writing lessons and cartoon news. Send for free details. Information Guide, 2776 California Court, Lincoln, Nebr.

300 FILLER MARKETS described—\$1.25. Marion Gee, Box 2171, Charleston, S. C.

SERVICES

WRITER'S PHOTO SERVICES. Make articles "picture pretty" and increase sales with our stock or shot-to-order photos. **LOW** rates. Details free. Gray Photos, Box 7, Savannah, Tennessee.

YOUR STORIES adapted for television. See Will Lozier's ad, Page 19.

PHOTOGRAPHS FOR WRITERS. Reasonable. Paul's Photos, 3702 Lakewood Ave., Chicago 13.

RESEARCH IT WITHIN an inch of its life. At Congressional Libraries. Trustworthy, inexpensive. Stanley, P.O. Box 8612, Brightwood Station, Washington, D. C.

PERSONALS

WANT A HAPPY LIFE — See my ad on page 27. Anthony Oliver.

LEARN WHILE ASLEEP! Exciting details free. Sleep-Learning Association, P. O. Box 24-AJ, Olympia, Washington.

SEPTEMBER, 1958

BE SURE OF GETTING

AUTHOR & JOURNALIST

EVERY MONTH

Articles by top-name authors
A different market list in every issue

Subscribe Now and Save Money!

AUTHOR & JOURNALIST
1313 Natl. Bank of Topeka Bldg.
Topeka, Kansas

I enclose remittance for my subscription:

\$3 for 2 years (saving me \$3 over single copy cost)

\$2 for 1 year (saving me \$1 over single copy cost)

50c additional per year outside U.S.A.
(Single copies 25c each)

Name _____

Street _____

City & State _____

ACCURATE MARKET LISTS

The manuscript market lists published in **AUTHOR & JOURNALIST** are recognized as tops in accuracy and reliability.

Special market lists are contained in the following issues:

Syndicates. Greeting Cards. Amateur Plays.

November, 1957

Business (Trade) Magazines. Company Publications. December, 1957

Juvenile Magazines. February, 1958

Poetry, (Including Light Verse). March, 1958

Fillers. April, 1958

Short-Short Stories. May, 1958

Travel. Farm Magazines. June, 1958

Handy Market List. July, 1958

Book Publishers. August, 1958

Send 25c (coin or stamps) for each copy you wish.

AUTHOR & JOURNALIST
1313 National Bank of Topeka Bldg.
Topeka, Kansas



SOCIAL

Correspondence Club



EXPERIENCE the thrill of romance thru this select club! Introductions-by-letter. This club is conducted on a high plane to help lonely, refined, marriageable men and women find compatible friends. Discreet, confidential service... Vast nationwide membership. Est. 1922... Sealed particulars **FREE.** EVAN MOORE, Box 988, Jacksonville, Florida

Coming to
New York?
Drop in
for a chat
about your
book.

VANTAGE POINTS

Published by

Vantage Press, Inc., 120 W. 31 St., New York 1

Branch Offices:

Washington, D. C., Chicago, Ill., and Hollywood, Calif.

Our contracts
assure you of
National
Advertising
on your
book.

Vol. 58, No. 9

September, 1958

How Vantage Books Are Making News

Harriet Rossiter's delightful *Twin's Birthday Surprise* has been translated into Braille, and is listed in the 1958 Braille catalog for the blind. . . . Maryknoll Book Club has recommended Marion Stephenson's *Nyah's Quest* to its members. . . . Augsburg Publishing House has selected Helen Steen Huls' book, *The Adolescent Voice*, for its church music section. . . . *All-Florida Magazine* recently ran a feature picture-and-text story on Wm. Millard's *The Supplementary Bible*. . . . Dr. Frances L. Ilg and Dr. Louise Bates, of the famous Gesell Institute, New Haven, Conn., are planning to feature *Asian Women and Eros*, by Millicent E. Pommerenke, in their nationally syndicated newspaper column. . . . *Better Biology for High Schools* by D. K. Gillespie, selected as textbook by Willamette School, Seattle, Wash., and by Muscatine High School, Ames, Iowa. . . . B. Robert Berg, author of *Psychology in Children's Camping*, won the Mary E. Boretz Award for 1958 given by the Child Welfare League of America.

News About Sales

and Promotion . . .

Special circular prepared on *Vantage's* music books, now being mailed to music teachers, students, music lovers, etc. . . . *Vantage's* advertising department created an attractive catalog of juvenile titles which was mailed to leading book and department stores all over the country. . . . Autograph parties have been held (or are scheduled) on: *Polished Mirror*, by Maria Antellini, at Fabio's Book Store, La Jolla, Calif. . . . *Captured Elf*, by Susan Rogers, at the Book Shelf, Tryon, N. C. . . . *Teaching English*, by Eleanor Timmons, by the Carolyn Lewis Council, St. Petersburg, Fla. . . . *Fling Wide the Gates*, by Byron McKissack, the Story of Don Brandels, off to an excellent start with heavy sales in the South. . . . Brandels is a Baptist preacher who was converted from Judaism while in prison.

Executive Book Club Recommends Vantage's "Management of Clubs"

Convention Booms Best Seller on Jehovah's Witnesses

A Convention of 125,000 Jehovah's Witnesses at Yankee Stadium in New York, from July 27 to August 3, created a surge in orders for Vantage's "*Jehovah's Witnesses: A New World Society*," by Marley Cole. Cole's book, published in 1955, was the fifth leading non-fiction seller of that year, and was on best-seller lists all over the nation. It was on the New York Times' list for ten weeks. So far, Cole's book has sold almost 100,000 copies, a record never approached by any other subsidy publisher in this country.

NEW YORK, N. Y.—Harry Fawcett's "*The Management of Clubs*," recently published by *Vantage Press*, has been chosen as a leading recommendation of the Executive Book Club, New York. This is a signal honor, for the Club reviews hundreds of business books by all leading publishers, and chooses only four recommendations each month.

Harry Fawcett is a nationally known club manager, who is also a famed authority on food and catering. His book is geared to be of practical service to officers of clubs as well as to individual members.



In reviewing the book for its members, the Executive Book Club said: "Much humor and warm humanity are in these pages, as well as a fascinating picture of club life in America, from both sides of the service door."

Mr. Fawcett chose *Vantage Press* to publish his important book because he knew that its promotion, publicity and distribution would be in competent hands. If you are looking for a publisher of your manuscript—fiction, non-fiction, or poetry—you, too, may rest assured that we will give it professional attention and handling. For more information about our subsidy publishing program, fill in and mail the coupon below.

VANTAGE PRESS, INC.

New York • Washington, D. C.

Chicago • Hollywood

Looking for a Publisher? Mail this coupon!

(Mail to office nearest you)

Vantage Press, Inc., Dept. BB,
120 W. 31 St., New York 1, N. Y.

In California: 6253 Hollywood Blvd., Hollywood 28
In Midwest: 343 So. Dearborn St., Chicago 4, Ill.
In Washington, D.C.: 1010 Vermont Ave., N.W.

Please send me your free 24-page illustrated booklet explaining your subsidy publishing program.



FREE!

Name _____

Address _____